PRINTERS' INK

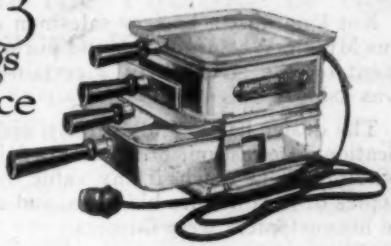
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A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CX, No. 13 NEW YORK, MARCH 25, 1920 10c A COPY

Cooks 3 Things at Once



TEAM-WORK *Always Wins*

ABOUT three years ago, the Standard Stamping Company of Huntingdon, West Virginia, came to us for guidance in advertising. Their leader, the Armstrong Table Stove, appealed to us as about the finest electric table stove made. But conditions were not right, then, for advertising. We told them so.

In 1919, we submitted our recommendations for their first advertising campaign. They were accepted and the campaign was carried out as planned. We attribute the very large sales increase that resulted, as much to the whole hearted cooperation of our client as to our own efforts. Team-work always wins.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

The Standard Farm Papers
AND
Dealer Influence

Not long ago, a hosiery salesman called upon a prosperous Middle-Western dealer and put up an enthusiastic argument on the strength of a certain medium his company was using.

The dealer listened attentively and replied that the publication in question, however good it might be, could not possibly be of much, if any value to him, as only a dozen copies of it came into his town, and moreover, the majority of his customers were farmers.

Advertisers cannot expect the thousands of dealers who serve farm people primarily, to be interested in any magazine or farm paper, unless it circulates among his farm trade.

THE STANDARD FARM PAPERS have a real dealer influence and can be of real help to salesmen traveling the small towns and cities, because they are read in over one million prosperous farm homes.

You can reach
The Standard Farm Market
only through
The Standard Farm Papers

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CX NEW YORK, MARCH 25, 1920 No. 13

Selling What the Factory Is Best Equipped to Make

One Cannot Profitably Sell and Then Make, But Must So Co-ordinate All Divisions to Form a Logical Production Scheme

By William R. Basset

YOU can walk into any first-class tailoring establishment in London at any time before noon, order any kind of a suit, and if you are in a hurry you can have it fitted during the afternoon and delivered, complete and ready to wear, before eight o'clock in the evening. Is not this a rare combination of speed and efficiency that should shame an American? No matter what the emergency, an American tailor will not even in the dullest times agree to make and deliver under three or four days.

The English shop has its men on the second floor; they do the major part of their work by hand, and if you are in a hurry, it is only a matter of shifting the men from whatever they happen to be doing to your work. In the American tailor shop very few of the workmen would be on the premises—probably none other than the cutters and fitters. The cut materials would be sent out to be sewn together. Two or three men would work on the trousers, several more on the coat, and still others on the waistcoat. The finished suit would represent the combined operations of probably fifteen people. Most of these people would work by hand or with easily adjusted machines.

These fifteen would turn out among them in a day many more suits than would the English tailors working a man or two to a suit. But the American tailor could not, without extraordinary difficulty get a single suit through all of them in the one day and the cost of such an emergency mobilization would exceed the price that he could legitimately ask for the garment.

Now, instead of the small American tailor, take a large factory making standardized ready-to-wear clothing. It turns out clothing very quickly. From the time the cloth is cut until the finished suit assembles, is perhaps less than an hour. It has expert cutters and fitters, and as far as personnel is concerned, is better equipped to complete a special suit in a hurry than the English shop could hope to be. Its buying capacity is large, it does much machine work, and they can sell a suit for less than the cost of the material to the ordinary tailor.

Suppose I walk into the factory and ask for a suit cut according to some fancy of my own but out of material which the factory already has in stock. I want that suit by evening. Suppose the manager were fool enough to grant my request. What would happen? This suit of mine would have to be routed through specially. Whenever it came to a department at least one machine in that department would have to be taken from the work on which it was engaged, readjusted, and the operator instructed.

When the adjustments had been made and instructions delivered, the particular operation required on my suit would take but a few

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minutes or seconds, and then the machine would be readjusted and go on with the volume work on which it had been engaged. This procedure would have to be repeated through perhaps a dozen departments and by the time the suit was done the mere making would have cost the firm from one to two thousand dollars!

The Englishman could have made that suit at his regular price and at a profit. The American tailor might have made it at three times his regular price but without a profit, while the American clothing company, highly organized for work and capable of giving the highest quality of service at the least possible cost, could not have made that suit at any price within reason.

On the other hand, the English tailor would have been at sea if someone had ordered from him 20,000 size 40 sack suits. It would have taken him months to turn them out and although he might buy his cloth much cheaper than the American and pay his tailors less, he could not seriously compete with the American clothing manufacturer. To the one it would have been an epochal order, to the other a mere incident.

Comparing these three examples, we have before us in a crude way the development of manufacturing and a hint of what a new and extraordinary force is contained in the application of power and the sub-division of labor, and especially the new role as assumed by management.

In the case of the hand workers, management meant merely providing them with work and keeping them in general order. Their only co-operation was in not getting in one another's way. With the American custom tailor, management grew apace, for the garments had to be assigned to the several workers on some basis by which the various operations would be done more or less sequentially in order that one man might not be too busy and another idle. In either case, however, if there were no garments to make, then there was no one to pay—that is, the labor cost ceased with the work and what little machinery might be employed was so inexpensive that its idleness could not cut any considerable figure.

But with the big clothing manufacturer a new and very important element enters. That company has a plant representing much money. It has a deal of machinery and although the individual machines may not be of a very expensive character, their aggregate value is large. If that company stops work for lack of orders, its charges do not cease. Only the wages cease. The interest on the plant keeps right along and so do the salaries of the managers and of the foremen. The skilled direction cannot be picked up off the street whenever needed. It must be trained and kept. Idleness does not represent only a loss of profit; it calls for out-of-pocket payment. The charges of idleness are positive, not negative.

And another very great difference is noted. The individualistic shop can do what it pleases, but the factory is limited in scope. The machinery has been attuned, so nicely attuned, to a certain kind of work that even a comparatively slight change in operations will destroy the profit for the time being while an emergency suit of clothing such as I mentioned can hardly be undertaken at any price. The adjustments are more expensive than the product.

FIRST SETTLE MANUFACTURING PROBLEMS

Thus we begin to grasp what is becoming a cardinal principle of industry—that one cannot profitably sell and then make, but one must so co-ordinate the making and selling as to form a production scheme for the establishment.

The old manufacturing was opportunist. When the plant investment was small and every worker was skilled, then it did not make much difference what kind of an order came in so long as it was within the general scope of the firm's experience. A certain universality became a matter of pride



It is a perfect slogan that tells the whole story

As an example:

Back Cover - Scientific American for March 20th

•

Page 106 - Literary Digest for March 13th

Advertisements of the International Motor Company

THE H. K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

TRUTH WELL TOLD

as, for instance, the English tailor I have mentioned would have been insulted if anyone had suggested that perhaps he did not know how to make a pair of riding breeches, while the great clothing factory would just as promptly answer that it could not make a pair of riding breeches but it might make 5,000 or 10,000 pairs—which would be a touch of the same pride, for probably that clothing factory could not learn to make riding breeches at a profit unless it made many more than 10,000 pairs.

If the sales manager of that factory sold this large order and the production manager suggested that although the price seemed high enough to be profitable, he was very doubtful if he could make them at a profit, there would be a tremendous rumpus throughout that establishment, and if the president happened to be a salesman, as probably he would be, that production manager would be informed that it was his business to get out what the sales department sold and not to indulge in cost speculations.

And probably that sales manager would get his way and keep right on getting his way until a competitor appeared who made but one thing, or at the most a few things, and stuck to his standards. Then the sales manager would discover that he could not compete against the newcomers on certain articles and would stop making them, and at the end of the year it would be discovered that the place had been run at a loss. For more than likely the company, having given itself up to the selling side, would have been counting the gross profit of the year and would not have investigated the profit per line.

A striking case of this occurred with a company of specialty manufacturers making a large line. On a certain type of article which we may call "A," they took old machines of other makers in exchange. Some of the second-hand stuff they sold but the most of it they junked, for they thought their profits were so high that they could make the allowance with profit. On another line "B" they had no exchanges and thus line they sold at what they thought was a good profit. But "A" was the leader.

Another company came into the field and cut out the market on the "B" goods by offering something which was not only better but much lower in price. At the end of the year the "A" sales were record-breaking—but the company had lost money! A cost accountant made an examination he found that every sale on the "A" line with an exchange had been made at a loss and that the company had come through previously only because it had taken an exorbitant profit on the "B" goods. The moment a business like competitor came into the field, of course, the first company was beaten on the "B" stuff.

NO PLACE FOR EXPERIMENTAL EXCURSIONS

Or take a rubber company doing an enormous business. It maintained branches everywhere and insisted that dealers carry full lines. The dealers took the full lines but instead of stocking, they found that it was much cheaper to carry only small quantities and replace them as sold. Some dealers would order three or four times a day; one dealer with a bill on an average of $4,000 a month bought on an average of 600 times a month. It cost $1.20 to put an order through the books. Having so many small orders loaded with bookkeeping charges ate into the company's profits. It found that because it had encouraged the idea that a dealer should order with a view to keeping his stock at a predetermined figure, the company lost money on 40 per cent of all orders.

It is not what you can sell that counts—but what you can sell at a profit. That profit cannot be found by lumped figures but only through detailed costs in connection with time studies. These costs and scientific studies will not merely show the costs but they will also point out ways for

PHONOGRAPH RECORDS

FOR A MILLION HOMES

are in demand by one million women who are paid-in-advance subscribers to

NEEDLECRAFT MAGAZINE

These women make an ideal market for phonograph supplies because

First, their interest in Needlecraft Magazine shows them to be active and conscientious purchasing agents for prosperous and progressive homes, and

Second, they are easily and economically reached through the medium of Needlecraft Magazine because it commands their permanent attention and has won their confidence and respect.

"One Woman Tells Another"



Member A. B. C.

improvement, and highly specialized machinery and modes of work will be evolved. And when you have attained this specialization you will discover that the whole selling plan must be changed, because to make at the least cost involves the smallest possible number of articles repetitively manufactured to a standardized design.

Therefore to go back to the sales manager of the clothing factory, it is unlikely that those riding trousers, if the factory were well organized, could be taken at a profit unless a department were opened for them—that is, unless another division were to be established for riding trousers.

We introduce machinery for only one purpose: to make more cheaply than is possible by hand. An American road contractor finds a steam shovel cheap; he would not find it cheap in China because he could employ some thousands of hand workers at next-to-nothing a day. To-day, in America especially, and to a degree all over the world, the worker is expensive and demands certain rights. That will cause even more machinery to be introduced into our life—for the way to overcome high wages is to get more out of a man and the way to get more out of him is to help him with the best tools—which mean power tools.

The most efficient tool is one especially made or adjusted for the work in hand. The most efficient worker is the one who masters all of one subject or operation. The specialized tool is but an expense unless it be employed upon the work for which it was designed. It is a great expense indeed if left idle. Therefore, it has not only to be kept continuously employed but employed at the work for which it is best suited which in turn means standardized production.

Thus, without knowing it, Nature is forcing us to the "twelve months" work idea. The natural progress of industry makes impossible the intermittent work against which the Bolsheviki and other social reformers complain and which is at the very root of the objections to that capitalistic scheme of affairs under which we live.

NO ONE CLASS SUFFERS BY INEFFICIENCY

When shutting-down fell largely upon the worker, they had cause to complain; now shutting down falls just as severely upon the owner. The owner cannot generally make and then hold for a price because by the time he has sold off his stock the interest charges and depreciation upon the plant have combined to eat up more than the profit he hoped to get. Thus it is the common advantage of the worker and the owner to keep the plant in operation.

The great wastes of idle capital are just beginning to be realized. Extensive researches made by industrial engineers are to the effect that because of the inexpert selling of a product (which usually means trying to sell at too high a price or selling that for which the factory is not equipped to make, thereby necessitating changes in arrangements of work or faulty arrangements by which some machines have too much and others too little to do) the average machine in a factory is not working more than one-quarter of its time.

If the capital which bought that machine expects to get a fair return it must get it at the expense of the worker and of the public—taking the near view. Taking the far view, it gets it at its own expense. The worker who receives less than a full wage has a decreased buying power. The public that gets an article at a high price cannot buy much of it and it must pass the higher price around the circle and thus eventually rob the capitalist's money of a part of its buying power.

PRODUCTION UNINTERRUPTED BENEFITS ALL

Nobody gains out of waste. Nobody gains out of restriction of production—which is a form of waste. The manufacturer may

(*Continued on page 186*)

The Standard Union

doesn't stop to present itself with a medal every time it breaks a record.

This would interfere too often with business.

Most advertisers know how to get Brooklyn trade; that's why all our records are being smashed to flinders.

Poster Advertising Rates to Be Stabilized

Directors at Convention Take Step to Enable Advertisers to Make Up Budgets in Advance—Other Important Transactions

ONE of the first steps taken by the directors of the Poster Advertising Association at their convention in Atlantic City, March 17, 18, and 19, was the unanimous adoption of a resolution calling upon all plant owners to register by July 1, at the association headquarters, their rates for posting during the year 1921, so that national advertisers may know six months in advance what their budgets must be. These rates will be set down over each member's signature and will therefore be binding from the association's standpoint. At the national convention the rates will be discussed, passed upon, and later published for the benefit of advertisers. This action is new and drastic, but poster plant owners believe its stabilizing influence will be beneficial and will have a good effect both on the advertiser and the poster man.

In his address to the convention, John Sullivan, secretary of the Association of National Advertisers, declared his belief that in the next five years advertising would be under fire. He mentioned the fact that workmen's organizations are actually going to employers and asking, "How much are you spending on advertising?" He intimated that this example might be followed by legislators and urged that a new method of accounting be evolved which, instead of considering an advertising appropriation as a separate percentage of gross sales, should consider it a part of marketing costs.

He predicted that in a few years there would be more universal co-operation between sales and advertising departments and that ultimately, instead of there being separate sales managers and advertising managers, there would be one Marketing Manager. He said he sensed the trend among national producers and advertisers. He thought that present advertising managers would have to make a more extensive and intensive study of marketing conditions if they want to meet the new condition when it arises. Said he:

"If advertising does not reduce the gross cost of selling a product—hence the manufacturing of the product—there is no reason for advertising. If the men in the advertising field can only see the mediums in this light, they will be able to present their arguments to the national advertiser in a more forceful way."

It was brought out during the convention that the association had gained a great number of new members in the last year and that capacity business had been booked for 1920, space being sold ahead for 1921.

TO INCREASE PUBLIC GOOD WILL

Discussion was held concerning the weak spots in the poster advertising industry and it was resolved that continuous efforts be made to eliminate unfavorable conditions when found, and that improved service and conduct of plants was desirable with a view of obtaining more widespread acceptance of the business and increased good will, so that the advertiser might benefit more and more.

Harry Walker told how designs for boards having a concrete base had been planned so that they would be able to resist such storms as recently inflicted losses in Detroit. He showed blueprints which were to be taken in hand by members so that they might consult their own engineers and be prepared to take up the subject at the national convention.

St. Louis was chosen for the thirtieth annual convention on July 13, 14 and 15.



The First Step in Selling

—get your story across to as many possible customers as you can as quickly as you can.

Posters

Reach all the people. The medium is seen by all outdoors.

Posters

Nordhem Service embraces every practical advantage and resource of the Poster as a national medium. Details upon request.

IVAN · B · NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays in the United States & Canada

6 West 40th Street · · · New York City

Bessemer Bldg. · · · Pittsburgh, Pa.

J. H. Brinkmeyer, chairman of the advertising clubs committee, reported that arrangements had been made for a dominant display of poster advertising at the Indianapolis convention of the Associated Advertising Clubs of the World. The Poster Advertising Association is co-operating closely with the National Advertising Commission of the Associated Clubs, and this year the exhibit of the Poster Advertising Association promises to surpass any previous exhibits at the annual convention of the Associated Clubs.

President Cheshire being unable to attend on account of illness, vice-president Milburn Hobson acted as chairman.

Darlow Agency Has New Accounts

The Darlow Advertising Company, Omaha, Neb., is sending out a rather extensive campaign on Beau Brummel shirts, made by M. E. Smith & Co. of Omaha, to daily papers in the West. It comprises about 14,000 lines, in pages, halves and quarters.

The Darlow agency has recently secured the account of Sprague tires, made by the Sprague Tire & Rubber Co., Omaha. Advertising is being placed in Trans-Mississippi territory.

R. C. Hudson, formerly of the C. E. Conner Advertising Agency, Denver, has been appointed advertising manager of the Sprague company.

Clausen and Damm With Richards Agency

Vincent Clausen and Theodore E. Damm have recently joined the staff of the service department of Joseph Richards Company, Inc., advertising agency, New York. Mr. Clausen has been with Murray Howe & Co., advertising agency, New York, and with the Ronald Press, New York. Mr. Damm, since being discharged from military service, has been a member of the trade research department of Fuller & Smith, advertising agency, Cleveland. While in the army Mr. Damm started and managed the *Amexoc News*, published by the American Army of Occupation.

W. F. Hoffmann, New York Manager, Audit Bureau

W. F. Hoffmann, who for seven years was engaged in circulation promotion work for the New York *American*, and who during the last three years has been with the Audit Bureau of Circulations, has been made manager of the New York office of the Bureau.

Ownership of "Life" to Change Hands

Negotiations are expected to be completed about April 1 for the sale of a controlling interest in *Life*, the humorous weekly, to a quartette composed of Charles Dana Gibson, the artist; George B. Richardson, its present advertising manager; Leroy Miller, son of the late Andrew Miller, formerly president of the Life Publishing Company, and George Utassy, who started the *Illustrated News* of New York for the Chicago *Tribune* and has acted as its business manager ever since.

Since the death in 1918 of John A. Mitchell, editor of *Life*, the majority of the stock has been held by Mrs. Mitchell.

Lufkin and Bacon Join Cutler-Hammer Co.

Fred Lufkin has closed his consulting engineering office at Elgin, Ill., and is now a member of the advertising department of The Cutler-Hammer Mfg. Co., electric controlling devices, Milwaukee, Wis. Mr. Lufkin was with Walter B. Snow and Staff, advertising agency, Boston, for four years. E. H. Bacon, who has been engaged in editorial and advertising work, has also become a member of the advertising department of the Cutler-Hammer Mfg. Co.

W. L. Austin Joins Randall Agency

W. L. Austin, for the last five years with the J. Walter Thompson Co., Inc., advertising agency, New York, and recently in charge of the copy and production departments of the Detroit office of that agency, is now with The Fred M. Randall Company, advertising agency, Detroit. Previous to his connection with the Thompson company Mr. Austin was, for about six years, advertising manager of the Gray Motor Company and Detroit Lubricator Company, respectively.

Kellogg Toasted Corn Flake Outdoor Campaign

The Kellogg Toasted Corn Flake Co., Battle Creek, Mich., has contracted for a nation-wide poster advertising campaign. The posters will begin appearing just as quickly as possible—probably about May 1. The Kellogg appropriation for this purpose is understood to be large and unusual preparations are being made to have the art work of a high standard.

S. W. Steinberg with Rainier Motor Corp.

S. W. Steinberg has been appointed publicity director for the Rainier Motor Corporation, New York, succeeding Putnam Drew.

Makers and Buyers of Roofing

It is not a coincidence that during the first nine months of 1919 there were nearly

7,000 Lines of Roofing Advertising

in the AMERICAN FRUIT GROWER. Live manufacturers of commercial roofing appreciate the vast possibilities of the great army of fruit growers. They realize that the fruit grower is akin to the farmer and that his needs are much the same.

The manufacturer knows that in the AMERICAN FRUIT GROWER his advertising will be read from coast to coast. It will be read intelligently by the class he aims to reach—the class that knows just what it wants and has the money to pay for the best.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Advertising Manager

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY

MAVIS



PERFUMES and perfuming are as old as the world itself. The Ancients burned perfume to create a distinctive fragrance, and the fashionable woman today chooses a distinctive fragrance to give her individuality.

Modern chemistry and modern psychology go hand in hand in solving problems of perfumery, which to a woman schooled in proper usage, are very real problems.

VIVAUDOU has created a number of perfumes in which these very problems have been met.

And the proof lies in the tremendous success of his creations.

For instance, "MAVIS" Talcum is the most popular and largest selling talcum powder in the world. MAVIS Perfume, MAVIS Toilet Water, Cream and Face Powder are sold at all toilet goods counters and everywhere.

There is a VIVAUDOU perfume to meet every woman's ideal, and a VIVAUDOU toilet requisite to meet every need. Creams, Talcs, the finest of Face Powders, Perfumes, Toilet Waters, Soaps, Rouge and other articles to delight a woman's heart may be had in

Maris
Lady Mary
Maiden France
Fleur de France
Pour La France
Mai d'or

Vivaudou's Preparations for Men



VIVAUDOU

PARIS NEW YORK

VIVAUDOU and Collier's

Vivaudou is using more space in Collier's than in any other general publication.

Collier's
THE NATIONAL WEEKLY
J. E. WILLIAMS, *Advertising Manager*



No. 8 of Photographic Cartoon Series

Put *Teeth* in Your National Campaign

Add newspapers—the dominant newspaper in great centers of population like Baltimore.

It is then your campaign becomes REAL "national" advertising. It is then that you reach buyers in concentrated masses at low cost, and intensify your selling appeal to the point where both consumers *and dealers* will FEEL it!

Put teeth in your campaign. Get out of the rut of mere custom and see what this plan will do. It is working in Baltimore—will work for YOU in Baltimore. It can be tried out thoroughly and at comparatively small cost in The Baltimore NEWS.

There are almost as many copies of The NEWS sold every day as there are homes in Baltimore, sold in the evening, at a time when people have the opportunity and the inclination to read.

Are you getting YOUR share of business from this tremendously productive field? 98½% gain in national advertising for 1919 over 1918—

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Evolution of Time-Keeping Devices Keynote of Elgin Campaign

New Series Goes Back to Days Before Adam

By G. A. Nichols

A GROUP of Chicagoans composed of various types of people, from successful business men down to newsboys, stood on a busy downtown corner one noon watching a man feed some pigeons. Pigeons, it might be explained for the benefit of those who are unfamiliar with the inner ways of life in Chicago, are numerous and prominent inhabitants of the "loop district" of that city. How they got there and where they live nobody knows. But all downtown workers know them. The pigeons are not afraid of human beings and are glad to make friends with anybody who looks as if he might be willing to stand for the price of a meal.

This same group would have stopped to see a derrick lifting a steel beam to the top of a high building in process of construction or to inspect a flivver that had skidded into the curb and broken a wheel. A similar group would have done the same thing in Saginaw, Mich., Newton, Kan., or New York City.

All of which gave an advertising idea to Roy R. Bailey, advertising manager of the Elgin National Watch Company. Mr. Bailey, it might be explained in all fairness, was among the spectators seeing the pigeons fed. He turned the incident into an advertising campaign to sell the people more thoroughly on the merits of his company's watches.

There was no necessity for the advertising so far as moving merchandise was concerned. The company was unable to supply the demand for its product. Even now its big problem is not in getting orders for watches, but rather in making enough watches to come anywhere near filling the orders. The conditions will remain the same for many months to come. Retail jewelers cannot get anything like the quantity of Elgin goods they could sell. Some jewelers when asked for the company's higher-priced watches, have to admit that they not only do not have them in stock but that they have not even seen them. But Elgin is not worrying about this year, next year, or the year after. What it seeks in its advertising is to nail down for the future the advertising and selling prestige it has built up through fifty years of persistent effort.

ADVERTISING CENTRES ATTENTION ON TIME

Mr. Bailey decided that the theme of the new campaign should not be watches, but that it should be time itself.

This was his reasoning:

Time is money. Killing time is simply letting money run away. Why not, therefore, utilize advertising to teach people the value of time computed in terms of money? Also why bother in trying to make them understand the technique of a watch?

Thus began the Elgin magazine and farm paper advertising campaign which now is in progress and the object of which is to drive home upon the people the value of time to an extent that will induce them to buy better watches.

For fifty years the trade-mark of this company has been the well-known figure of Father Time holding the Elgin watch, and with the broken hour-glass at his feet. For a long time advertising men have been advising the company to discard this trade-mark on the basis that it was not up-to-date. The advertising department was free to admit the lack of up-to-dateness in the trade-mark. But after comparing it with the trade-marks of other firms using the

human figure for that purpose, it decided that the trade-mark as exemplified by Father Time was the symbol of a classic. It stood for life, love, hope, industry and time. This made the company determined to retain it, but to bring it to life and to give it a forceful, clean-cut personality.



MARKING OFF TIME BY A BURNING ROPE, IN THE DAYS OF PREHISTORIC MAN

All of which seems to be a real business way of looking upon an important problem. The good will that had been built up around this symbol in fifty years was not to be regarded lightly. If the trade-mark were discarded, how could the gap between the old and the new be bridged over so as to preserve this good will in its entirety? The company decided this could not be done. Therefore the old trade-mark would be given new vigor, thus enabling it to retain the cumulative benefits gained during its long existence and bringing it so in touch with modern conditions that it could measure fully up to its future requirements.

"In deciding to centre our new advertising campaign around time itself rather than around a watch," said Mr. Bailey to PRINTERS' INK, "we proceeded on the basis that the public is more interested in what a watch can do than in what the watch is.

"It has been the fashion in this class of advertising to dwell upon technicalities—how the watch is made, how it is adjusted to several different positions and on the things inside of it which do certain things. A man wants a watch so he can tell the time—the thing that was wasted by the group watching the pigeons eat. If his time is really valuable to him, he wants his watch to be accurate. Time is valuable to every man—at least once in a while.

"Now, then, it is our contention that the average man cannot become acquainted with a watch by being told what is inside of it any more than he could judge another man by seeing the man's insides. There is nothing about the interior mechanism of a man to indicate whether he is a banker, a tramp, a gambler or a clerk in a hardware store. It is just as absurd to expect people to judge a watch in this manner. People are not interested in watch making. A man may read a lot of copy about how a watch is made. Then he will go to a jeweler who he thinks will be there for some time, buy a watch and expect the jeweler to keep it in good run-

ning order. He buys the best watch he can afford and buys it on the basis of what it can do rather than what is inside of it.

"A man really buys a watch on pretty much the same basis as he buys a lock for his garage or almost any other item of merchandise. Is he going to be sold on that lock by reading some well-written copy about the conditions in the factory in which it was made or a detailed account of the happy industrial family feeling in the plant?

"He wants to know what the lock is, its name and what it can do and not how it was made. A man buying a watch is interested in knowing which is the best watch on the market, not how it was made ready for the market."

The object of the advertising being to emphasize the value of time and to connect this up with the company's trade-mark, it was decided to run a series of advertisements in periodicals under the general heading of "Through the Ages with Father Time."

To make the series complete, it was necessary that an exhaustive study be made of all the various time-telling devices that had been used from the foundation of the world. All through the ages various timekeeping methods have been utilized, becoming more accurate as the years progressed.

The Elgin campaign is attempting to trace in a logical way the history of time-keeping devices from the days before Adam to now. It pictures the water bowl, the hour-glass, the grass rope, the cathedral clock, the portable clock and finally the watch.

TIME, BEFORE THE COMING OF MAN

The first advertisement of the series presented in a high art way the artist's conception of the value of time in the days before Adam. All kinds of weird animals are shown. This exemplified the beginning of time. The old familiar Elgin trade-mark showing Father Time and the broken hour-glass was a feature. Soon after the advertisement appeared the company got many letters calling its attention to the fact that science had proved that the world had existed for millions of years and that, therefore, the advertising did not go back nearly far enough. Other letters agreed with the ecclesiastical idea that the world got its start along about 4,000 B. C.

The correspondence brought out showed the Elgin company that it had hit upon a live idea. The most fruitful results come from advertising when it is so constituted and set forth that people will talk about it and criticise it pro and con, from considerations entirely aside from merchandise.

The next advertisement in the series under the heading of "Through the Ages with Father Time," was a reproduction of a painting entitled "The Cave Man's Timepiece." The picture shows a cave man with his lady fair sitting beside him, watching the slow burning of a knotted grass rope. The grass rope was his watch. He would set it afire and the slowly creeping sparks would mark time's flight. This was a crude device, the copy explains, but it brought a new vague sense of control and a foretaste of the satisfaction modern man finds in working to schedule. It is asserted in the advertisement that to the creative instinct of the cave man the people of to-day owe man's first upward step toward the marvelous timepieces that now can be had—Elgin watches, for instance.

Another advertisement that soon will appear shows a step higher in the development of timepieces. This is the water bowl, which some of the Malay nations use even now. There will be a picture of a Malay boat shown. On this will be a half coconut shell perforated with holes of a certain size. The dripping of the water through these holes measures time after a crude fashion. The hook-up with the present will be much after the same fashion as in the cave man advertisement.

Other magazine pages will feature the "Dance of the Hours."

The settings, architecture and surroundings are Grecian. Another advertisement will show forth the Egyptian atmosphere, featuring the cathedral clock.

The illustrations in the advertisements are all imaginative and fantastic. In each painting, the border is worked out to represent the period that is being talked about. There is a touch of humor here and there. In the cave-man advertisement, a little naked cave baby is shown poking with a stick at some queer pre-historic animal—much after the fashion in which modern babies abuse cats. The ideas for the drawings are being worked out as the series progresses and not a few of these ideas have been contributed by people in general who have become interested in the advertising. This is to say nothing of the weeks and weeks that were spent among dusty pages in libraries.

The Elgin people in this campaign have made another worthwhile change in advertising methods. They have their copy planned for two years ahead. The space is bought for a year ahead. The whole thing is laid out on a careful, logical basis, leading step by step up to the putting over of Father Time as a live, human-interest advertising proposition.

Jewelers and other retail dealers in Elgin watches are expressing much satisfaction over the campaign, notwithstanding the fact that it increases the demand for Elgin watches beyond their capacity to supply them. An effort is being made to show the dealers that the advertising is planned to build up a big asset for the future in which the dealer is relatively as much interested as is the manufacturer.

Cards bearing reproductions of the advertisements are supplied various retailers. These are of a high class type that can add greatly to the appearance of the store.

No difficulty at all is being experienced in gaining the dealer's co-operation. There ought not to be, inasmuch as the manufacturer pays all the expenses and the dealer has practically nothing to do. No direct merchandising feature being involved and no effort being made to put over an article—the Elgin already being put over—there is no necessity for any carefully thought through dealer hook-up plan which is an essential feature of nearly every consumer campaign.

Elgin is simply going about it in a big, broad and dignified way to make its trade-mark advertisingly alive. Basing its campaign upon these premises it is going to do a good thing for all watches but more especially for the Elgin.

An interesting feature of the advertising is that a good part of it is being directed at the farm trade, which the company believes is perhaps the greatest potential consumer market of the future. The year's schedule provides for twelve pages in each of a number of leading farm papers. This is the first time that high-grade watches have been advertised directly to the farmer on anything like such a scale. This is being done in recognition of the fact that the farmer not only can appreciate first-class merchandise and has the money to pay for it, but that he can be reached by what might be termed "high brow" advertising.

R. T. Middleton With Kelley Metals Co.

Ray T. Middleton, recently general sales manager of the Standard Steel Castings Co., Cleveland, has become vice-president and director of sales and advertising for Kelley Metals Company, of Chicago, Detroit and Los Angeles. Mr. Middleton's headquarters will be at Chicago, where the Kelley company will establish its principal production plant. The company will continue its present plants in Detroit and Los Angeles and later establish a fourth plant at a point to be selected in the East.

H. C. James, Advertising Manager, Frisco Lines

Henry C. James has been made advertising agent of all of the lines of the St. Louis & San Francisco Railway Company. Mr. James joined the Frisco Railroad in 1901 and has been with the passenger traffic department, of which the advertising department is a subsidiary, continuously ever since.

"In Philadelphia nearly everybody reads The Bulletin."

More data about

Philadelphia

"The City of Homes" stands FIRST in the U. S. in the number of dwellings owned by their occupants.

Half a million Philadelphians are share holders in about 1,200 Building and Loan Associations.

More than 400,000 dwellings shelter, and about 16,000 manufacturing places employ, about 700,000 male and 300,000 female workers.

48,000 store-keepers provide distribution through wholesale and retail channels.

Over three million people live in the Philadelphia metropolitan district.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody" reads—

The Bulletin

Net paid average for February **481,791** *Copies a day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin."

In Memphis
—the Press is First!

FIRST in daily city circulation:

The PRESS has 9,860 more total daily city circulation than the News-Scimitar—an excess of 60%.

The PRESS has 2,052 more total daily city circulation than the Commercial Appeal—an excess of 8%.

FIRST in city carrier circulation in Memphis evening field:

The PRESS has 8,577 more city carrier circulation than the News-Scimitar—an excess of 90%.

The PRESS reaches 87% of the English-reading homes of Memphis.

The latest Government statements show the PRESS gained 1,946 circulation between the statements of April 1, 1919, and October 1, 1919, while the News-Scimitar LOST 8,140 and the Commercial-Appeal LOST 11,061.

The PRESS does not use premiums, contests or other forced methods to secure readers.

The PRESS does not accept patent medicine or questionable financial advertising.

The Memphis Press

FIRST, in Memphis!

SCRIPPS NEWSPAPERS

Foreign Advertising Department
Union National Bank Building
CLEVELAND, OHIO

New York Office
Marbridge Bldg.

Chicago Office
First National Bank Bldg.



Scripps Newspapers have been called "wizards in economy." For years, the subject of "reducing the cost of production thru greater efficiency" has occupied the minds of the best men in the organization.

Advertisers have evidence of this "reduction in cost" as shown in the rate cards of Scripps Newspapers.

SCRIPPS NEWSPAPERS

Foreign Advertising Department

CLEVELAND	NEW YORK	CHICAGO
Union National Bank Building	Marbridge Building	First National Bank Building

Buying Buyers

People read one newspaper, say "that's so" and idly turn the page. They're edified, but not impressed. They're moved to an appreciation of advertising, but not to *action*. The paper's "current" is too weak to carry through—to spark the buying impulse.

Another paper is read through-and-through—read with the mind as well as the eye. It convinces reason and compels action. Almost everyone reads it.

In every city full of good newspapers there's generally one paper of the latter type, and it usually carries the most advertising. In Chicago it is The Chicago Daily News.

The Daily News has a circulation of 400,000, of which 94% is concentrated in Chicago and suburbs. The Daily News has a larger circulation in that territory by nearly 100,000 than any other daily newspaper.

The Daily News prints more advertising of dry goods and department stores on its six publication days than any other Chicago newspaper prints in seven.

When you advertise in Chicago, use The Daily News, which offers you *buyers* as well as readers.

The Daily News

First in Chicago

The Publisher's View of the Press Agent

Why the Free-Space Seeker Is Not So Popular in Editorial Circles as He Thinks He Is

By a Farm Paper Publisher

FARM papers, like all other periodicals, are edited and printed primarily for their readers. Many of these periodicals have survived on a profitable basis because they have been able to gain the confidence of their readers and to supply them with timely reading matter which is either amusing or instructive, according to the editorial policy of the periodical in question.

In the case of farm papers, they perform a timely service for their readers, in the way of furnishing bread and butter information, which is supposed to be secured from unbiased sources, and to be given to them without any strings on it. In view of these circumstances, you will very rarely find an editor of a reliable farm paper siding with the publicity agent of any big corporation, nor will this editor run any reading matter which he receives from the publicity department of any big corporation. If, however, a circular or letter is sent to him by the publicity agent which contains some vital facts which he thinks should be investigated, he will make an independent investigation, and if the results justify it, he will give the results to his constituency.

For the past three years, the DuPont company has been sending this printed matter to all the farm papers of the country, which I presume was gotten together by its publicity department. The majority of this matter was of the usual publicity character and of course the same data went each month to all papers. I think I am safe in saying that over 95 per cent of this matter found itself in the waste basket, in the editorial sanctum, if it got that far.

As you know, the leading farm papers in this country to-day, are all edited with original reading matter, and naturally no farm paper would want to print any of this bulletin or data stuff, because of the fear that some other farm paper might duplicate it in its columns and it would then look to be what it actually is, press agent stuff.

I venture to say that every reputable farm paper to-day has a resident editorial staff and correspondents in the field who are in touch with all the latest developments in agriculture and the requirements of the farm to a greater extent than the publicity department of any big corporation. I also believe that they know far more about what the farmer wants, and when and how to give it to him, than any business man connected with any business organization.

THE EXPERIENCE OF CEMENT COMPANIES

As proof of this statement, I cite the case of the cement industry. A few years ago the editors of farm papers were receiving a great many letters from their subscribers, asking whether cement was a reliable product to use for building purposes and whether it cost more or less than wood, for this purpose. At this time the editors were not so well posted on this subject as they wanted to be, because there were no reliable reference books which they could use, and in addition to this, the cement industry had not progressed sufficiently for them to get information from that source.

A few years later, however, the Atlas Portland Cement Company of New York secured the services of some of the best engineers in the country, to draw plans for various forms of construction on the farm, and it issued a book

containing these various plans in illustrated form, and also an immense amount of other data which were just exactly what the farmer wanted. It advertised that book in the farm press. Please get that word, *advertised*. It stated that this book would be sent free to anybody who was interested. As a result it distributed over a hundred thousand copies during the first advertising season, and this book to date has had a circulation of over one million copies. It did more to put Atlas Cement on the map in the farm market than anything else before or since.

No editor of authority in the farm-paper field refuses to investigate and report to his readers, on all reliable labor-saving devices. For instance, you cannot pick up any prominent farm paper to-day and look at several issues of it without finding something regarding tractors and their advantages for the farmer. There have also been many articles in the farm press on the advantages of electric lighting plants, etc., but in none of these articles will you find any trade-marked name mentioned, neither will you find any particular kind of product within the industry boosted over any other product.

Now with reference to this question of dynamite on the farm.* While there is no question whatever about its advantages in some directions, yet its claims with reference to the removal of stumps are not admitted by the manufacturers of stump pulling machinery, who also advertise in the farm press, and under these circumstances, no reputable publisher is going to boost one line of products over the other, in his editorial columns.

With reference to Mr. Wilson's statement that during the war farm labor was very scarce, and drainage work was neglected by the farmers because ditch diggers were not to be had, and it was discovered that one man using dynamite could blast more ditch in a day than a dozen men could dig, and also his statement that many farm publishers printed the news bulletins furnished, for the benefits of their subscribers, while others refused to do so because they could not get the powder manufacturers' advertising, I tell you frankly that I don't believe this of any reputable farm paper publisher. In the first place, advertising has been too plentiful for the last twelve months for any publisher to find it necessary to take this stand, and in the second place, the farm-paper business has advanced to such an extent to-day that, as I said before, I don't believe any of the reliable publishers would be influenced by this situation.

PRESS AGENTRY CARRIED TO ITS LOGICAL END

There is one question I would like to have Mr. Wilson answer, and that is, why are the powder companies maintaining publicity departments—to help the farmers or to make more sales for the company? If they did not have a financial interest in the farmer would they be so anxious to help him? Personally, I don't believe they are philanthropists. I think they are business men, and inasmuch as they are out for profits just like every other legitimate business house, why don't they pay for what they want to get like other advertisers, and not try to get something for nothing?

If Mr. Wilson's contention is right, there is no reason why every other industry which is represented in the advertising columns of the farms press should not be entitled to editorial support along the lines that he suggests. Carrying this thing to its logical conclusion, it means that instead of the farmers of the country getting as they do now, the best technical and timely advice possible, on various subjects which are of vital interest to their business, they would be getting the judgment of the big corporations on these subjects, as expressed by their publicity department.

Several years ago, a prominent farm paper wanted to run an ar-

*"How Dare the Publisher Discriminate Against the Press Agent?" PRINTERS' INK, March 18, 1920.

ticle on the advantages of electricity on the farm. It wanted to pay for it, and did not know who it could get to write the article in a reliable way. It finally came in contact with the advertising manager of a large manufacturer of electric-lighting plants. It paid this man to write the article for them. It was mutually understood that the article in question would not contain anything that could be considered in the slightest degree antagonistic to anyone in the industry, and in the second place, the article was not to contain any trade-marked name. It was supposed to be an absolutely neutral, reliable article, giving information on the advantages of electricity on the farm.

The article appeared and was paid for. It appeared on the first page, as the leading article in the paper. It had not been out three days before the advertising manager of another concern, who was a rival to the advertising manager who wrote this article, wanted to know why they were boosting this article. The publishers asked him in amazement what he meant, and then he pointed out to them certain paragraphs in this article, which specified a certain kind of product which was made only by the advertising manager's firm who wrote the article. Needless to say the publisher was much chagrined and found himself in a very embarrassing position, through no fault of his own.

Now, as a matter of fact, there is very little request for publicity work of this kind from the big corporations who spend their money in the farm press. *I am safe in saying that 98 per cent of them are satisfied with having their sales message appear in the advertising columns, and are willing to rest their case there.* My frank advice to any concern that does not feel that way about it, would be for them to stay out of the agricultural press.

Reputable farm papers to-day

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

are performing two functions for their readers:

1. Giving them the best possible advice and council on the problems which confront the farmer and his family.

2. Giving them in their advertising columns reliable and truthful statements regarding the products of concerns which they guarantee to their readers to be high-class houses, with whom it is safe to deal.

The functions of these two services are absolutely separate and distinct, and in twenty years in the advertising end of the farm paper field, I have yet to find a farm paper publisher of any standing in the advertising or business world who does not run his publishing business on this basis.

Criticizes Government's Advertising of Soft Wheat Flour

MEDFORD, MASS., March 12, 1920.

Editor of PRINTERS' INK:

"Government Advertises to Change Nation's Flour Consumption Habits," runs a smoothly-worded article in PRINTERS' INK of Feb. 12.

Did the Government tell our wives that this "Standard Flour" required a different treatment for bread making? No. It made the misleading statement "used by the best bakers . . ." Yes, but for pastry only, and American housewives have always used a soft wheat flour for pastry.

The result? A temporary fluctuation in the price of spring wheat: and now a price higher than ever for hard wheat flours. And worse result—a loss of confidence in Government advertising.

To the average housewife, soft and hard, as applied to flour, means little. They know that this brand produces good bread, and that, good pastry. Now "Standard" flour is eagerly bought by the housewife. She bakes bread, using the same mixture and methods as with her regular flour. Result—bread that dries out over night. After this happens two or three times, will she purchase more "Standard" flour? She will not.

What if the Government had been frank and stated in its advertising the facts—shortage of spring wheat, nutritive value of soft wheat flour, economy and—here is the whole secret—giving complete information how to prepare this flour for both pastry and bread baking?

Private corporations have found that it pays to take the American housewife into their confidence. The Government has taken some tips from the successful business man—but there are many more it could profit by.

W. A. MERTON.

How Tea Association Plans to Raise Funds

The Tea Association of the United States, an organization of American tea importers which has been considering for some time the question of a co-operative advertising campaign, as told in PRINTERS' INK of January 22, has formulated a new financing plan for the proposed campaign.

Originally the association planned to collect a fixed amount from American importers of tea on every pound of tea entering the United States. Certain complications have arisen which have made this plan impracticable.

Under the new plan, according to Robert L. Hecht, secretary of Irwin-Harrisons & Crossfield, Inc., New York, who has recently been made chairman of the promotion council of the Tea Association, the necessary funds will be collected in the countries of production.

The tea associations in six tea-producing territories—Ceylon, India, Java, China, Japan and Formosa—have been asked to collect certain definite amounts in their territories. These foreign tea associations have been shown that a co-operative advertising campaign which seeks to increase the American consumption of tea is a matter which affects in a great degree the prosperity of the individual exporter.

Mr. Hecht said that definite plans of the proposed advertising campaign could not be made public until the proper financing of the campaign had been assured.

William Kennedy in Foreign Advertising Counsel Work

William Kennedy, foreign merchandising adviser of Critchfield & Company, advertising agency, Chicago, during the last year has become president of a new foreign agency known as William Kennedy, Inc., Chicago. Among the accounts handled are Apperson Brothers Auto Co., Kokomo, Ind.; Kokomo Rubber Company, Kokomo, Ind., Illwley Machine Company Chicago; the De Pree Chemical Co. (San-Tox toilet preparations), Chicago; Caille Perfection Motor Co., Detroit; Electric Wheel Co., Quincy, Ill.; H. E. & J. O. Moore Corporation, Exporters; Sherman Brothers Co., Exporters; Macomber & Whyte Rope Co. The Kennedy agency will represent Besley & Pike, Ltd., of Sydney and Brisbane, and the South African Advertising Contractors, Ltd., Cape Town and Durban, in America. No domestic business whatever will be undertaken.

W. E. Powers Joins Publishers Printing Co.

W. E. Powers, formerly vice-president and treasurer of J. C. & W. E. Powers, printers, New York, is now a member of the sales organization of the Publishers Printing Company, New York.



Own Your Own Home

is the advice the JOURNAL has been giving to its readers these many months.

As a service, it assists any interested subscribers with house plans and advice on heating systems, plumbing, building materials, paint, varnish, furniture, rugs and all other things necessary to the making of a home.

The fifth of the JOURNAL'S Efficiency Houses appears in the April Issue.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family



If you could put your message on every draftsman's T-Square—

Selling your drawing ink to draftsmen would be a simple matter with your message on every T-square—the tool they use constantly.

And you could sell meat-choppers to butchers by fastening your message on their cleavers; and diagnosis lamps to doctors via messages printed on their instrument cases.

If you are selling cement-mixers instead of

You can put your message on a tool the buying engineer uses

drawing ink; transformers instead of meat-choppers; and automatic stokers instead of diagnosis lamps you can make this same psychology operate on the engineers and engineering executives who buy your goods.

You can put your message on the *tools* the *engineers* are using constantly. You can talk to them through their technical journals.

For the men who choose the equipment bought in the five great fields of engineering are engineers. And the engineers whose opinions count are readers of McGraw-Hill publications.

Put your message in these instruments the buying engineers use constantly.

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record
Chemical & Metallurgical Engineering
Engineering & Mining Journal

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
New York

New York

—is a large city
—with a lot of people
—reached by New York papers.

But Brooklyn

—is a separate place
—with a half million families of its own
—and is as distinct
—as Newark or Jersey City.

The practical advertiser

—reaches Brooklyn directly
—through the columns of

The Brooklyn Eagle

Dominant in Brooklyn

Out-ranked only by The Times and The World among the eighteen New York papers in 1919 advertising volume.

A. B. C. Member O'MARA & ORMSBEE, Foreign Representatives

Audit Bureau of Circulations' Latest Decisions

Subscriber More Than Six Months in Arrears Not to Be Counted

A HISTORY-MAKING decision affecting the whole publishing and advertising business of America was made by the A. B. C. on Friday, March 19. At the meeting of the Board of Directors on that day at the Hotel Knickerbocker, in New York City, it was decided not to consider as paid subscribers to periodicals those who having paid for a year's subscription are carried on the books for longer than six months after expiration. A subscriber, in other words, who is more than six months in arrears will not be counted as among those present when circulation statements are prepared on and after June 30, 1920. The Government through the Post-office Department has heretofore considered a year as the limit, so that the A. B. C. in the interests of publishing and advertising has gone the Government one better. It has cut the time limit in half and is now going to ask the Post-office Department to follow its lead. This momentous decision was made at the regular meeting of the Board of Directors of the Audit Bureau, attended by fifteen men from all parts of the country. Marco Morrow, Assistant Publisher of the *Capper Farm Press*, coming on from Kansas especially to attend; P. V. Troup, of Lord and Thomas; Henry Schott, of Montgomery Ward & Co.; H. S. Smith, of Bauer & Black; E. R. Shaw, of *Power Plant Engineering;* W. A. Strong, of the Chicago *Daily News;* represented Chicago: Geo. W. Cushing, of the Hudson Motor Car Co., of Detroit; L. B. Jones, of the Eastman Kodak Co., of Rochester, president of the A. B. C., and A. W. Erickson, of The Erickson Co., Inc., and Q. C. Harn, of the National Lead Co., from New York City, were also present.

As a big contribution to the idea of conservation of paper, and a forward step in the campaign of the Bureau to eliminate bad business practices, this decision will rank high.

It might almost be described as suggesting a surgical operation which may seem serious to many at first, but which it is hoped, will leave the patient much better in the long run.

BENEFITS ALL ROUND WILL RESULT FROM THE NEW RULE

As Stanley Clague, Managing Director of the A. B. C. pointed out to a representative of PRINTERS' INK, millions of copies of publications are being sent to subscribers who are in arrears for more than six months. This kind of subscriber causes a loss to publisher and advertiser and uses up a tremendous amount of paper. The advertiser is paying for this circulation which the subscriber doesn't seem to want sufficiently to pay for, and it is costing him real money. The new plan should undoubtedly result in additional information of the greatest value to the buyer of advertising space. It should make them more careful in buying, and it is the other kind, the careless buyer, who is blamed by bankers, business men and economists for much of our waste and troubles of to-day in all lines of business.

The answer of "actual figures not available" in reply to circulation questions on classification of occupations and distribution was also discussed at the meeting. It was decided that in all cases, except where proved absolutely impossible, actual figures must be available; in other words, replies were made mandatory instead of optional. The question of distribution is thus explained in the most recent issue of the "A. B. C. Bulletin," issued prior to the meeting.

"There are three foundation stones in the solid base of the Audit Bureau of Circulations. On one of these you will find the words, 'How Much?' On another, '"How Did You Get It?' and on a third, 'Where Does It Go?'

"The founders of the Bureau believed, and rightly so, that full and accurate answers to these three questions on the part of publishers would enable advertisers and agents to buy space on the same basis as any other commodity is bought.

"It is generally conceded that the answer to the first question has been supplied in 90 per cent of the mediums necessary to be used by the national advertiser. The other two questions have also been answered to a large extent; certainly to a degree beyond comparison with that supplied prior to the advent of the A. B. C.

"As a result advertisers and agents are analyzing with increasing keenness those questions in the audit reports, which indicate the *character* behind the quantity statistics found on the first page. The modern buyer of space is no longer a trader—he has become an analyst, and he is turning his attention from Stone I to Stone II and Stone III. 'How Did You Get It?' and 'Where Does It Go?'—these are questions he is pressing more and more for complete answer.

"In the early days of the Bureau it was judged wise not to adopt too drastic measures—not to compel answers to all the questions incorporated in the report. It was felt that those publishers who could or would answer these questions fully would derive rightful benefit by so doing and that publishers who could not or would not do so, would be penalized for the use of the words, 'Figures not available' as an answer.

"The time is coming, in the opinion of many, when the answers to all questions on the blanks should be mandatory or they should be omitted. The latter course would mean retrogression and that is not conceivable.

"While too hasty action might work injustice on some publishers, nevertheless the space buyer is some day bound to become irresistibly insistent; and it is for the purpose of anticipating that day the following comments are advanced for consideration.

"The answer to Paragraph 12 in the Periodical audit reports—and especially in the audit reports on the Farm press—is arousing more discussion than any other question at this time.

"In the case of the newspapers, this question of 'Where does it go?' is being answered in the main, satisfactorily. The advertiser is informed concerning the amount of circulation in the city proper—whether it is distributed by the publisher's own carriers, or by independent carriers. He is informed of the amount of street sales, except in a few of the larger cities, where the metropolitan plan is used. In the suburbs the same classification gives him similar information.

"The amount distributed in the country is also shown—whether by mail or through dealers. The trading territory of the town or city is outlined. The editions are given—and how much printed for each edition. The audit reports (in the majority of cases) go farther. They tell the number of copies sent to each town receiving twenty-five or more copies.

"So the advertiser in a daily newspaper knows very definitely the route the papers follow in reaching their destination, and he is in a position to judge whether the paper's route is the one he should follow as his logical trade route.

"In the Periodical field the case is different. Paragraph 12 contains the following question:

QUESTION IN MAGAZINE FORM

What is percentage of your subscription circulation based on issue of (date) ..... in cities of (must be based on same issue shown in Par. 10)

100,000 and over.....%
50,000 to 100,000.....%
25,000 to 50,000.....%
10,000 to 25,000.....%
5,000 to 10,000.....%
2,500 to 5.000.....%

Under 2,500 .....%
Unclassified .....%
(Percentage should total 100%). Actual figures only to be given; if not available, so state.....
Total subscription circulation for above issue .....

QUESTION IN FARM PAPER FORM

Show distribution of mail subscribers, individual based on issue of (date) ..... (should be based on same issue listed in Paragraph 10)
On all R. F. D. routes and to post offices in towns under 1,000..... %
To post offices in towns over 1,000 and under 2,500..... %
To post offices in towns over 2,500 %
Actual figures only to be given; if not available, so state.
Total 100%
Total mail subscribers, individual for above issue .....

SELF-IMPOSED PENALTY

"Where the question is fully and accurately answered, the space buyer using these figures, together with the State distribution shown in Paragraph 10, has solid ground on which to work. In many cases he has this information, but it is unfortunately true that too many 'actual figures not available' answers leave him in the dark. He is either compelled to be a good guesser or perhaps strain his credulity in accepting make-shift figures presented to him, by the publisher or his representative. Only one-third of the farm papers answer this question, and only one-fifth of the magazines.

"Several reasons are advanced for not supplying this information. One is that a publisher objects to giving these figures if his competitor fails to supply them. He believes his competitor might be able to derive advantage if he tells all the facts while the competitor hides behind 'figures not available.' We believe the publisher over-estimates this possible advantage and under-estimates the penalty he is imposing on himself.

"Only recently in commenting on the failure of a farm paper to supply this information an advertiser said, 'After all I have heard, perhaps it *would* be embarrassing to give all the facts.' And yet the publication referred to in our opinion would have gained rather than lost by giving complete information.

"It is doubtless true that in the circulation departments of a few farm papers there is a tendency to clean up a little extra circulation in towns where the 'getting is good,' as a canvasser expressed it; but in the long run this kind of circulation pays neither the publisher nor the advertiser. Legitimate farm circulation—especially in sparsely-populated territories—is hard to get; but once secured on a sound basis it pays all concerned.

NOT IMPOSSIBLE TO GIVE FACTS

"To hide behind 'actual figures not available' is to open wide the door for suspicion that some, if not much, circulation is lurking back in the wood-pile.

"Then there is the publisher who claims that this information is either impossible or too expensive to secure. This article is written to show that it is neither 'impossible' nor 'too expensive.' Nothing is too expensive that will yield greater returns than the cost, and we believe the expense will not only be paid for many times over by the added confidence of the advertiser, but also through the value the information will yield to the publisher himself.

"We have in mind a farm paper of over half a million circulation. If there ever was an excuse for the term 'impossible' it would be in the office of this publisher. And yet he not only knows to the one-hundredth part of one per cent the distribution of his paper, but he also knows that the furnishing of this and other similar information is perhaps the strongest element in his great success.

"We realize that different conditions surround each individual case, yet we also believe that there is no case in which the work cannot be done in very much less time, and with less labor and expense than most publishers anticipate. We have been doing some experimenting at the offices of the Bureau in an endeavor to find the best short-cuts possible, and we will continue this work.

Any publisher desiring help in the solution of this problem has only to ask and we will furnish all the help at our disposal.

"But the main thing we wish to impress on those publishers who are now using 'Actual figures not available' is this—begin to-day to find the answer to your own particular problem. Don't wait until the necessity of answering the question is imperative. Get busy now."

It is realized by the Bureau that answers to Paragraph 14 in the Business Paper form are difficult in many individual cases, but it is hoped that these difficulties can be ironed out successfully in nearly every case. Paragraph fourteen reads as follows:

"Give in percentages and actual figures the analysis of occupation, etc., of your mail circulation as best adapted to your field. (Must be based on issue listed in Par. 10.)"

The Bulletin's comment upon this paragraph is:

"In the statement period ending June 30, 1919, only 45 per cent of the publishers answered this question; 55 per cent either considered the figures unnecessary or too costly to prepare. Both suppositions are erroneous, because we have daily confirmation of the growing desire of advertisers in the trade field to have this question fully answered. In many cases it is considered vital to the success of a campaign to have specific and complete data regarding the classification of distribution, and such reports sometimes very largely influence the choice of mediums.

"The advertiser may not be justified in the conclusion he reaches when the answer is 'Actual figures not available,' but it is a fact nevertheless that he does conclude that the publisher is not entirely frank; he simply does not believe that the data cannot be ascertained from the records.

"Some years ago, at a trade paper convention, a speaker argued that the subscriber who was not interested in the field or industry covered by a business paper was a liability and not an asset to the advertiser.

"The publisher should, therefore, be careful to avoid even the appearance of a lack of frankness and strive in every way to gain the full confidence of the advertiser by giving every detail for which provision is made in the Bureau's forms.

"This information along occupational lines in the majority of cases is easy to obtain. Most subscribers to a business paper show, from letter-heads used in forwarding subscriptions, the necessary information. Where this is not indicated, a postal card sent out in doubtful cases will usually bring back the specific information desired.

"The Bureau has conducted and will continue to conduct educational campaigns among Business Paper advertisers concerning the benefits to be derived by studying and following A. B. C. reports. The result of this campaign is indicated by the increased number of Business Publications who have made application for membership in the Bureau during the past few months. Thirty-five publishers in this field have recently applied for membership. The Bureau, therefore, is very anxious that every Business Paper should give to advertisers a complete service in order that this complete A. B. C. information in comparison with the unsupported statements supplied by hesitant publications outside the Bureau, may result even more strongly in favor of the members of the Bureau."

The answers to the two above questions are made mandatory by the new decision of the A. B. C.

Answer to Paragraph 22 (g) on percentage of renewals was passed over until 1921, at which time it also will be made mandatory.

At the same meeting an appropriation was decided upon, to maintain a force of field investigators in the interests of the A. B. C. which will travel all parts of the country to look over circulation methods, and help eliminate circulation wars between publishers.

Try it out in Representative Milwaukee

54.3%

Out of 884 nationally advertised products that appeared during 1919 in The Milwaukee Journal, 475 were exclusive Journal accounts.

54.3% of these national advertisers and their agents, prove their confidence in the Journal's power to produce the desired results in this territory—by concentrating their appropriation—and avoiding duplication.

Milwaukee is an exceptional tryout market because The Journal dominates the situation by reaching four out of five of the English-speaking persons of the city—one paper and one advertising cost.

We have valuable information about the Milwaukee market. Ask us for it.

Try it out in Representative Milwaukee.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

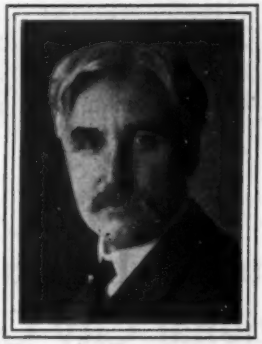
FOR sixty-five years the moving force behind the editorial policy of Leslie's has been a rugged, virile Americanism. The staunch old weekly has stood, embattled, with the nation throughout three wars. Upon each occasion it has timed its policy anew to changed conditions—tuned to ideals that time has proved to be worth while. Today, with the whole world disjointed by the greatest struggle of all time, Leslie's steers a fearless course for right—its whole editorial light focussed upon the nation in its international aspect and upon the nation in its industrial aspect, but first of all upon the nation.

Editorial policy of this nature has carved from out the millions by natural selection, a circulation known as the first 500,000.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S



CHARLES AUBREY EATON
Associate Editor

Leslie's

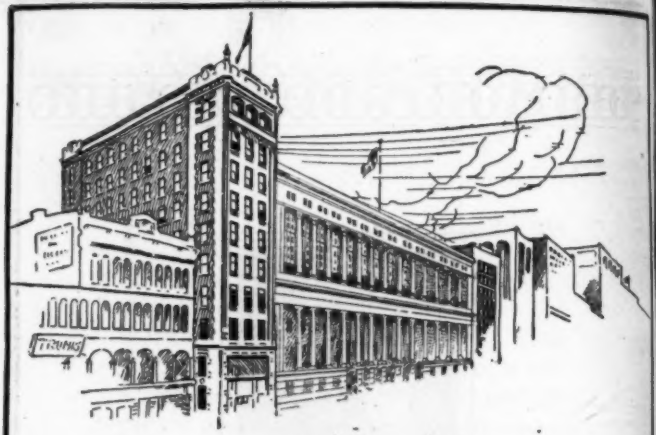
Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S



Bringing to Indianapolis The National City Company

CONSISTENT ADVERTISING has made the National City Company a part of Indianapolis. The National City Bank *isn't* on Washington street next to The News building as in the illustration, but it is a *factor* in Indianapolis affairs.

Advertisers of other merchandise can profit from studying the methods of the National City Company. If you would build permanently in the Indianapolis Radius—advertise year in year out in The News.

It is not easy for a financial advertiser to get in The News. In the last ten years more than 3,000,000 lines of financial copy appearing in other Indianapolis papers were rejected by The News.

The Indianapolis News

Advertise In Newspapers On a Three-Year Basis

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

What the Sales Promotion Manager Has to Do

He Is the Missing Link Between the Sales and Advertising Departments

PAIGE-DETROIT MOTOR CAR COMPANY
DETROIT, MICH.

Editor of PRINTERS' INK:

This company is contemplating a sales promotion department and I have been requested to get some information as to plans and methods of handling the work.

Can you give us any information that would be useful in working out this proposition as well as other sources of information on the subject?

H. C. DART,
Advertising Manager.

WHEN Frank Vanderlip gave up his position in the Treasury Department at Washington and became affiliated with the National City Bank, he was given no particular duties. He was placed before a clean desk and told to find his own work. His was a roving commission. The manner in which he developed his opportunity soon made him president of this great financial institution.

Most sales promotion departments are organized on about the same basis as was Mr. Vanderlip's first job with the National City. The man put in charge of them is told to go ahead and create his position out of the tag-ends of opportunities that are being neglected or overlooked by the other departments of the business.

Sales promotion, as a separate branch of selling and advertising work, has not been specifically defined. It may not mean the same thing to any two companies. Sometimes it is largely sales work and again it may be almost entirely advertising work. Often it is a combination of the two. In other cases, sales promotion consists of work that ordinarily could not be expected of either the sales manager or the advertising manager.

As a rule, though, the sales promotion manager of a business is regarded as the missing link between the sales and the advertising departments. Too often sales managers think entirely in terms of sales and advertising managers only in terms of advertising. The institution of sales promotion is an attempt on the part of several companies to coordinate the activities of these two separately functioning executives. The principal duty of the promotion manager, in this case, is to utilize through the sales department the service that the advertising department has to offer the selling end of the business. This may mean anything or everything. Enthusing the sales force on the current advertising campaign may fall to the lot of the head of the promotion department. He may also occasionally send out form letters to the trade, he may conduct a drive to get more window displays for the product, he may engineer a dealers' convention or be called on to put the jazz into a salesmen's pow-wow.

NEEDS A FERTILE MIND

A sales promotion manager must possess considerable versatility. He must not be afraid to tackle jobs from which every one else in the organization shies. At the same time he must have time to browse about, to seek ideas by talking to salesmen, retailers, factory operatives and everyone else who may have a contribution to make to the sales promotion idea fund.

In every big organization there are many isolated activities that have not been properly exploited. The salesman covering the State of Washington, for example, may have discovered a lot of territorial uses for the product, and may be using the information most effectively to increase his own sales. The organization, as a whole, however, knows nothing of these uses. It is the duty of the promotion man to ferret out special bits of information such as this and circulate it among

the other men. Acquainting the tail-enders with the methods of the top-notchers in the sales force is work that in itself is important enough to justify the existence of the promotion manager.

The same situation holds with regard to dealers. A retailer in Oklahoma may be extraordinarily successful in selling the product to local institutions. How does he do it? It is up to the man in charge of promotion to find out and then to see that other retailers use those methods. That is one decided advantage that the chains have. As soon as some enterprising local manager originates a new selling stunt, it is adopted as standard practice throughout the chain. The manufacturer should try to do something of the same sort. He can make general the bright ideas and special discoveries of the individuals with the organization. That is work enough for any good man.

Because of the indefinite character of the work to be done, most sales promotion departments are rather loosely organized. One of the most thoroughly organized departments of this kind is that of The Sherwin-Williams Company. It has in all eight sales promotion departments. One is located at each of the territorial district headquarters. The head of each is known as a manager and the man in charge of all of them is called "supervisor of sales promotion."

BROAD SCOPE OF WORK OF GOODRICH PROMOTION MANAGER

In many instances, especially in the last year or two, there has come to be a close resemblance between sales promotion and commercial research. In answering Mr. Dart's inquiry, therefore, it may be well to tell something of the work of a typical research department, as conducted by a manufacturer. We are fortunate in having a letter from C. P. Ufford, manager of the trade extension and research department of the B. F. Goodrich Rubber Company, which clearly explains what a department such as his aims to do. He says:

"Commercial Research Departments are not, in their entirety, a new thing; they are rather the crystallization of many things. They are more of an evolution than they are of a new idea. They come into being in those organizations which reach the stage of development where it becomes necessary for them, as a corporation, to take up the more advanced sales problems. When properly organized and established, these departments become the central bureau, or clearing houses, for the supervision and control of efforts along the lines of uniformity of selling systems, and also become the reservoir of statistical and trade information pertaining to the lines manufactured. One of their most important functions is the systematic study of potential business volume of various lines in all territories. The working out of methods for intensifying cultivation of the trade, the intelligent routing of salesmen, the establishment of sales quotas, the study of sales attainments to sales possibilities, and other similar matters, are all grist for the mills of the Commercial Research Department.

"By performing these functions, the Commercial Research Department aids the various Sales Departments in taking better advantage and securing greater benefits from the material at hand. It enables them to extend their fields, as well as to find new markets for their products. It makes sure that no fertile sources of business are overlooked. It endeavors to discover ways and means of getting greater results from unit efforts, or money expended.

"This department should also enter into the allocation of territory; make recommendations as to the man power necessary to cover such territories, to secure a maximum of results. It may also, if desirable, deal with those other problems of compensation, organization, etc.

"The Commercial Research

Department should not be an executive department. Its functions should be solely those of an advisory staff. It must at all times be in close touch with sales policies. It must have a good working knowledge of manufacturing and production conditions. It must be well posted upon geography and other matters, such as crops, finances, weather conditions, etc.

"To define the functions and the scope of a Commercial Research Department would be upon a parallel with advising the bee as to where it must go to gather the honey. It should, however, have guidance to the extent, at least, of requests for information along certain lines and can be given pointers of value by the Sales Department, or Manufacturing Department, as to where and how to get information, but it will be found in actual practice that commercial research investigations have to be carried on along lines which in many cases would seem to be entirely wrong to the mind which has been trained along sales or manufacturing lines only.

"Many times the underlying fault for lack of sales, or lack of increased sales, is found to be due to certain established precedents, customs and usages which Sales Departments have fallen into. This is particularly true where a business has shown steady and marked growth. The very fact that certain methods have been found successful in the past leads the salesmen and the sales manager, in many cases, to feel that in those methods they have seized upon the prime fundamentals of success, and they may also feel, and perhaps rightly, from their point of view, that other methods than these can be but experiments.

"However, the Commercial Research Department, which is to be a success, must be composed of men who can experiment successfully, men who have a broad vision and a large imagination. These men must be of the type who are willing to go outside of the regularly established channels and to ascertain facts from which they feel that they can make deductions. If a Commercial Research Department is to be held down to strictly provable facts in the drawing of its conclusions and recommendations, that Commercial Research Department is bound to fail or, at least, to be so limited by precedent and by usage that it will simply resolve itself into a Statistical Department.

"The writer feels that it is entirely wrong to couple the work of a Commercial Research Department up with an Advertising Department, or a Sales Promotion Department. The Commercial Research Department must work independently to produce the best results. They must be free from departmental prejudices, which might have a tendency to fashion the form of their findings. They must also be free from the burden of the carrying out of the policies which they recommend.

"Their functions should be those of suggestions for betterment and criticism of constructive nature. It must not be expected that all of their ideas will be good ones, nor must it be expected that their ideas can be adopted wholly as suggested. As previously stated, they should be a staff department, making recommendations, and these recommendations should, in all cases, be subject to the approval of experienced sales heads.

STATISTICAL AID

"Perhaps one of the most useful functions that a Research Department can perform is in the gathering of statistics pertaining to the trade, for it is from these statistics and their application to theory that the best results may be achieved.

"It must not be expected that a Research Department will immediately, or, even at a more remote period, uncover fields for unlimited sales on lines of goods that have been systematically sold for years, nor must it be expected

that numerous new fields can be found for the sale of goods where large sales forces have persistently been combing territories for years, and developing trade. But, it may be reasonably expected, and in fact it should be expected, that a Commercial Research Department, established for any length of time, should make valuable suggestions to sales departments, and should relieve those sales departments of many of the details of collecting data and information pertaining to their field of work. It should be expected that they would make recommendations of value relating to territories, and their geographical construction; that they should ascertain how a maximum of business might be procured with a minimum of effort.

"It should further be expected and required that a Commercial Research Department should perform the function of serving as a ready reference relative to territorial, price and competitive conditions.

"There will be those who will look upon the Commercial Research Department as simply a matter of additional red tape, or as an unnecessary refinement, but it is undoubtedly true that this conclusion will be drawn largely by persons who have not been in contact with the practical workings of such a department.

"Good commercial practice has shown that when properly established, competently supervised, and when encouraged by co-operation, Commercial Research Departments, if the field be large enough, will produce results of value far in excess of their expense, but to do this, they must be free from the actual burden of sales; they must not try to take on the burden of advertising, nor they should not be expected to write "ginger-up" letters to the salesmen, nor carry on mail sales campaigns for the customers. They must be left free to exercise their imagination and utilize their resources of information in their own way. They should, as previously stated, be guided by requests for information and their value will largely be enhanced if they receive co-operation from sales departments, who can benefit by their work."

It will be noted that Mr. Ufford does not believe commercial research should be mixed up with the sales or advertising departments. But on this point there is a difference of opinion. Many advertisers hold that commercial research should be very definitely connected with the selling end of the business.—[*Ed.* PRINTERS' INK.

Votes for Reprint of Slogan List

McJUNKIN ADVERTISING COMPANY
CHICAGO, March 11, 1920.

Editor of PRINTERS' INK:

I, for one, hope that you will be able to reprint, in one complete table, all of the slogans which have been appearing in your pages during the past several weeks.

By the way, there are two slogans which should be included in the list, as Orange-Crush Company of Chicago will put several hundred thousand dollars behind them this year in national magazine advertising, newspaper advertising, poster advertising and car-card advertising. The slogans are as follows:

"—like oranges? Drink Orange-Crush."

"—the tempting tang of lemons—Ward's Lemon-Crush."

Either one or both of these slogans will appear in every advertisement appearing for Ward's Orange-Crush or Lemon-Crush this year.

ERIC SCUDDER,
Vice-President.

Sphinx Club Will Have Attractive Programme

The Sphinx Club will hold its 167th dinner at the Waldorf-Astoria, New York, on the evening of March 30. The members of the Representatives Club will be guests on this occasion.

The speakers will be Hon. Abram I. Elkus, Judge of the Court of Appeals and former Ambassador to Turkey; Dr. Royal S. Copeland, Health Commissioner of New York City, and W. Morgan Shuster, president, The Century Company, and former Treasurer-General of Persia.

George Ethridge, president of the club will preside.

A. W. Rosenthal Leaves "Good Housekeeping"

Arnold W. Rosenthal has resigned as promotion manager of *Good Housekeeping*, New York, to open an office of his own.

Louisville's Industrial Foundation



The Louisville Industrial Foundation, Inc., is the advertising and sales department of the industrial community of Louisville. Its purpose is to sell the industrial resources of the Louisville industrial district, and induce manufacturers to establish plants there. It is capitalized at $1,100,000.

Since its inception it has brought 38 plants to the city of Louisville, representing a capitalization of $7,000,000. This means it has added to Louisville's industries 5,000 operatives with an annual pay roll of $4,000,000 and an annual manufactured output approximating $30,000,000.

Five hundred factories, employing 36,000 industrial operatives, with an annual pay roll of $23,000,000 and an annual output of $234,000,000 in manufactured goods, is the present status of industrial Louisville. This does not include many factories which are now being established thru the efforts of the Louisville Industrial Foundation.

Louisville is in an exceedingly prosperous condition. Its prosperity is general. It is the natural clearing-house for Kentucky's agricultural, mining, commercial and manufacturing wealth National advertisers will find it a wonderfully responsive market

Advertisers who know prefer the advertising columns of

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell San Francisco, Cal.

THE SHAFFER GROUP

Louisville Herald — Chicago Evening Post
Indianapolis Star — Muncie Star — Terre Haute Star
Rocky Mountain News — Denver Times



The 16 Capper States (⅓ of United States) produce ⅔ of the agricultural wealth of the entire country



The
CAPPER FARM PRESS
1,100,000 SUBSCRIBERS

Of the 2,670,000 farm families in the 16 Capper States, more than 1,100,000 are subscribers to THE CAPPER FARM PRESS.

Thru THE CAPPER FARM PRESS you reach more than 41% of the farmers who produce ⅔ of the Nation's agricultural wealth.

These families—5½ million consumers—constitute a market of stupendous possibilities. And THE CAPPER FARM PRESS is your most direct route to that market. It has the respect and confidence of the agricultural west. It is "home folks" to these millions. By its distinctive system of service it has established a close-up contact with its readers that few papers possess.

Let our Research Bureau furnish you facts —not guesses—about the possibilities in this market for your specific product.

The
CAPPER FARM PRESS
(MEMBER A.B.C.)

Arthur Capper, Publisher
Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

CHICAGO.....109 N. Dearborn St.
NEW YORK.....501 Fifth Avenue
DETROIT.....Ford Building
KANSAS CITY.....Graphic Arts Bldg.
ST. LOUIS.....Chemical Bldg.
OMAHA.....Farnam Bldg.
OKLAHOMA CITY.....Farmers Nat'l Bank

"You have been recommended to me" writes a publisher recently, "as among the ten finest printers in America."

Our thanks to our unknown friend, but isn't he (as O. Henry used to phrase it), "a trifle too aggregative in his generalization"?

Charles Francis Press

461 Eighth Avenue

New York

TELEPHONE 3210 GREELEY

"Printers-at-Large for Nation-wide Business"

Specialty Manufacturer Gets Away from Style Illustrations

Why Bathing Beach Is Pictured by Manufacturer Who Does Not Make Bathing Suits

OUT of all the difficulties that have assailed the clothing manufacturer as an outgrowth of war-time merchandising and labor conditions has come a new deal in the advertising and selling of clothing which is going to redound to the lasting benefit of both manufacturer and retailer.

Hereafter clothing is not going to be so much a seasonable proposition. The peaks are going to be leveled and the valleys filled up. Instead of artificially-stimulated buying periods in the spring and in the fall there is going to be a steady and effective all-the-year-round pull with the fireworks left out and the common selling sense left in. There seems to be something about war-time merchandising conditions, galling and unpleasant though they may be at the time, that knocks the eternal stuffing out of a lot of erroneous advertising and selling principles and gets things down to where they ought to be—and where they would have been right along had natural and logical ideas been allowed to work out.

PRINTERS' INK has already told about the clothing manufacturers being overwhelmed by orders to an extent that made them unable to conduct their business on the seasonable basis that hitherto had been the rule. For the last year a suit of clothes has been a suit of clothes and the dealer was glad to get it at any time. Orders placed for delivery last fall are being filled now. Goods that ordinarily would be delivered now will be in the retailer's possession next fall and winter. All this has worked about in a way to batter down the sharp line of demarcation between the seasons.

And now the expected new note is beginning to creep into the advertising. Habit and custom surely have been almost absolute rulers in the advertising of clothing up to now in the undue and altogether unnecessary emphasis that has been placed on seasons. Men wear clothes every month of the year. Yet for some reason or other—or possibly for no reason at all—clothing advertising usually has been pushed in the spring and fall, at which times men are supposed to do their clothes buying.

All this has made every branch of the clothing business suffer and has actually lessened the profits for the manufacturer and the retailer. This seasonal business has been costly to the manufacturer because it required of him the use of extra effort and added facilities at certain times of the year. It has been detrimental to the retailer in requiring a large surplus of stock and extra sales expense only at specific periods.

The clothing people have had this kind of difficulty right along for years. Yet they continued with their seasonal advertising that operated constantly to make a bad situation worse.

SELLING CLOTHES INSTEAD OF STYLES

The new tendency in the advertising is to create good will for the line in general, keeping away from specific styles, garments and seasons. This is why from now on you are going to see less and less of the conventional type of clothing advertisements—made up of youths too handsome, good, strong and pure for this world of sorrows, dressed in garments that evidently had been painted upon them and having the appearance of Adonis-like figures arrayed in tin overcoats or suits.

"The trouble has been," a Chicago clothing advertising man said to PRINTERS' INK, "that the manufacturers have insisted on having points brought out in the advertising that meant a whole lot

to the maker of clothing but nothing at all to the wearer. Artists have been required to make drawings of specific garments in which every detail of design and manufacture had to be shown. Many a time I have had to fight hard to keep my temper under control when I have had to cause a drawing to be made over time and again in order to get in a certain angle of the sleeve or to show a certain seam. These are details that are absolutely ignored by the buying public. People know nothing of these things and care less. Yet they have been the ruling factor in much clothing advertising. This is why it is that you see depicted in clothing advertising, characters that no real he man ever looked like or ever will.

"This being true it naturally has followed that clothing houses have been strong on advertising specific garments rather than their line in general. The thing to do and the thing that is being done is to advertise style rather than styles. If a house advertises a particular model, such as a waistline seam overcoat, it spends money for that one garment rather than the whole line. Styles change rapidly and in a relatively short time the investment is lost because new styles have superseded the old. When, however, the advertisement has been based on the line as a whole and has emphasized the fact that the best prevailing style, whatever it may be, is to be found in that firm's line then the investment becomes permanent and cumulative."

Among the clothing houses that are seeing the light in the way mentioned by this advertising man is Rosenwald & Weil, Chicago, makers of clothing specialties. This house is distinctive from such concerns as Kuppenheimer, Hart Schaffner & Marx and Mayer Brothers in that it manufactures no regular line of men's suits. It makes such specialties as overcoats, raincoats, trousers, day and evening waistcoats, smoking jackets, bath robes, summer clothing, golf and automobile apparel. It is one of the oldest houses in the country and has a national and international business.

Up to this year Rosenwald & Weil's advertising has been pretty much along the conventional plan. Specific garments were advertised in strict accordance with what was construed as seasonable requirements. The cut and style of the garments were brought out in detail.

But in its national consumer campaign for 1920 this concern has adopted the radical departure of ignoring entirely any particular models or styles of garments.

DRAWINGS BY AN ARTIST WHO NEVER SAW THE COMPANY'S GARMENTS

An instance of how this new plan is working out can be seen in a series of thirteen half-page advertisements that are going to appear during the year. The illustrations for these advertisements were made by an artist who never in his life saw a Rosenwald & Weil garment and identified it as such. This is a striking departure from the usual plan of forcing the artist to bring out in his illustration every specific detail of the concern's garments.

The artist's task was to make a series of drawings of men who were gentlemen, and women who were ladies and show them in their characteristic environments. One of the advertisements that will appear next summer depicts a bathing scene at a fashionable seaside resort. Each figure in the picture is dressed in a bathing suit and yet Rosenwald & Weil do not manufacture or sell bathing suits.

The copy for the advertisements will be in strict accord with the liberal character of the illustrations. Each will discuss clothing in a more or less impersonal way. In every advertisement, however, the suggestion will be made in one way or another that the man requiring any of the garments manufactured by Rosenwald & Weil will have added assurance of quality, style and durability if he finds the "R. & W." mark upon the garments he buys.

One striking advertisement of the series is devoted to featuring waistcoats. Instead of the usual superman embodying all the beauty, virtue and graces of the heavens above and the earth beneath, the illustration shows a typical, sensible and altogether possible scene including a man and two women dressed in correct evening attire. The only thing shown in the picture that Rosenwald & Weil sell is the man's waistcoat. No undue emphasis is placed upon it. Looking at the picture there is nothing to remind you that it is there, although of course you would see the difference in a hurry if it were not there.

The copy adroitly brings out the suggestion that the little details in evening dress must be rigidly looked out for if one wants his attire to be correct. It says that custom demands a type of gaiety in the evening waistcoat but that one must be extremely careful or he is going to overdo the gaiety part. Then comes the assertion that whether a Rosenwald & Weil evening waistcoat be simple or rich its 100 per cent correctness can be depended upon.

In this advertising, as in all the others, is a list of the specialties made by the firm. Thus there is established by natural and strong means a type of good will for this concern's line the value of which is difficult to estimate.

In most of the illustrations the company's garments are brought in only incidentally. No details of their makeup are shown. Instead of this little scenes are shown that customers will recognize and appreciate.

Unquestionably this sort of advertising is vastly better than the conventional kind where slavish attention to the detail of garments is insisted upon—detail that the average customer cares nothing at all about. From the consumer standpoint there can be no doubt at all that the advertising is correct and strong.

But how about the dealer?

It will have a good effect upon him, also, because it will tend to eliminate misunderstanding among manufacturers and retailers. It will build up in the minds of the retailers a prestige surrounding the concern's product as a whole rather than specific garments.

MAY BE SOLD OUT BEFORE AD APPEARS

Some of the big national mediums necessarily must close their forms a considerable time in advance of publication. A house may advertise a certain garment of which it has plenty at the time the advertisement is placed but which has been sold out by the time it appears. This creates a demand on the dealers which they are unable to supply. Undesirable situations such as this have come up more than once in these days of uncertain market conditions. They do not tend at all toward making the dealer any more friendly to the product.

On the other hand, when the advertising is of the type used this year by Rosenwald & Weil the retailer is not so likely to get the idea that the manufacturer is advertising at certain seasons just to sell him a bill of goods and to help unload his stock. He sees that the manufacturer is advertising consistently throughout the year to put a real background behind the product.

The Rosenwald & Weil advertisements as they appear month by month will be reprinted on stiff mounting with the individual dealer's name beneath and will be distributed for window display.

The usual phrase "advertisement from the So and So magazine of such and such a date" will not be used. Used in this way it can help the dealer in his advertising and selling far beyond the publication date of the advertisement.

Shipyard Strikers Advertise from Air

Shipyard strikers in Oakland, Cal., had an airplane fly over the yards and drop circulars, aimed to convince the non-union workers that they should participate in the strike.

Lengthening a One-Day Market into a Season

Fleischmann Company Shows Bakers How to Get Sales for Hot Cross Buns All Through Lent

ADVERTISING to broaden and extend a market that ordinarily has a restricted life is a method that has frequently brought good results. Toy and greeting card manufacturers and book publishers, for example, are now laboring to create a year-round market for goods that consumers are in the habit of buying only for Christmas. Their problem is to extend a seasonal demand into a continuous one.



SUGGESTIONS LIKE THIS FROM MANUFACTURERS ARE EAGERLY AWAITED BY DEALERS IN MANY LINES

The hot cross bun of commerce and childish joy has an even more restricted market. Tradition has hitherto confined it to sales lasting only one day—Good Friday. But on the principle that a thing that is good to eat on one day is equally good on another, The Fleischmann Company, manufacturer of compressed yeast, has started a promotion campaign to show bakers that hot cross buns need not be confined to sales on Good Friday, but can be sold straight through Lent, and that bun producers can set up a longer-lasting demand through judicious advertising.

The Fleischmann Company has laid this plan before the bakers of the country and has given impetus to the movement by advertising it in the bakers' journals. Some of the more progressive bakers have fallen in with the movement and given their co-operation. The Fleischmann advertisement is in two colors and simply says:

"Feature Hot Cross Buns straight through Lent.

"Here lies a golden opportunity for every progressive baker.

"Don't fail to develop the full possibilities in this popular and profitable specialty.

"Instead of baking these buns for Good Friday only, plan to feature them as a 'Friday Special' straight through Lent.

"Your customers will buy them by the hundreds of dozens, especially if you advertise them in the newspapers and supply our Hot Cross Bun signs."

Folders artistically designed outlined the plan to the bakers and contained three tested formulas for making buns. Store cards and signs were also supplied, along with proofs for seven series of newspaper advertisements which the bakers are to use locally. All this material was furnished gratis, the cuts being supplied at cost.

The bakers report increased sales in buns in consequence of this campaign and believe that a market has been established for this product which will extend next year from Ash Wednesday through to Easter Sunday.

Building Permits Show 650% Increase

Building permits in Baltimore for the month of January, 1920, amounted to $2,429,300 in value. The increase over December was 23% and over January, 1919, more than 650%.

This tremendous growth proves Baltimore to be a city of progress—where dollars are spent and where dollars are made.

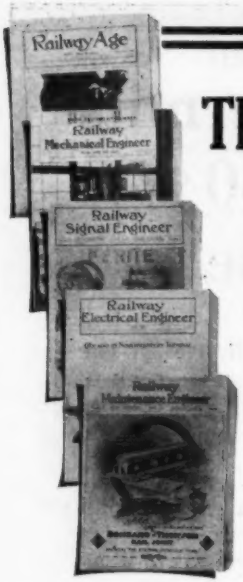
You can get control of this responsive market by concentrating your advertising in the one paper that covers the field. *The Sunpapers* will radiate your sales message into all of Buying Baltimore every morning, every evening and every Sunday, because

Everything In Baltimore Revolves Around THE SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago



There Is But One Way

through printers' ink; and that is, by using publications devoted exclusively to railway subjects

IT is a simple matter to draw a chart showing that an iron and steel paper, for example, has a 100 per cent. circulation on some railways if it is assumed that the Purchasing Agent, the official frequently of least importance in buying power, is the sole subscriber; or to claim that a paper devoted to machinery for making all kinds of things with a few hundred subscribers in railway shops, or one which deals with engineering subjects generally with a comparatively small following among railway engineering department officers, covers that particular branch of railway service.

The railway field is the second largest industry in the world and none is more highly specialized. It functions by departments; and some of those departments are in themselves as large as whole industries. That is why we publish five different railway papers and why no paper wherein railroading is incidental can have anything more than an incidental following in the great railway field.

To Reach Railway Officials

Put your problem squarely up to us. Remember—"Railways buy everything from pins to locomotives and from feather dusters to real estate." We will tell you just which paper or combination of papers to use and how to use it.

And remember, too, that during the next three years the railways of this country alone *must* pay out more than six billions of dollars for capital purchases alone, to say nothing about ordinary maintenance expenditures, which run into millions each year!

USE THE RAILWAY SERVICE UNIT

—Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer.

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building, New York

Chicago **Washington** **Cleveland**
Cincinnati **London**

All five members of the Railway Service Unit are members of the Audit Bureau Circulations and Associated Business Papers.



Franklin P. Shumway Company
Advertising Merchandising & Business Counselors
453 Washington Street
Boston, Mass.

February 17, 1920.

Mr. William M. Putnam, Vice Pres.,
American Asso. of Foreign Language Newspapers, Inc.,
Little Building,
Boston, Mass.

My dear friend Putnam:

We are naturally interested in foreign language publications, particularly newspapers, at the present time because the writer's experience has been the last fifteen months, since the armistice was signed particularly, that the largest amount of money is being spent, not only in our retail stores, but in the general market, by the laborer rather than the salaried man; and this class, of course, takes almost every nationality.

In other words, unless our eyes have deceived us and our experience in advertising is of no value, the so-called foreigner has been spending about $10.00 against $1.00 spent by the native born American. Furthermore, we have been very greatly impressed with the fact that they have not been buying cheap things either, but buying the most expensive jewelry, victrolas, pianos, fur coats, etc.; or perhaps I can best express it in a remark made to me the other night when I asked a man who is working at the Fore River works, and upon whom I had been calling at his home, how he could possibly afford the beautiful fur coat his wife had, the victrola that was in the parlor and many fine things that I saw about his home. His reply to me is the key to the situation. "Mr. Merritt, I have wanted all my life to own these things and have my wife enjoy some of the luxuries that I have seen you and other people have and now I am going to have them with the money I have been earning if I never get another dollar after this year."

This is only typical, Friend Putnam, of a number of conversations that we have had, and naturally, this results in the fact that any advertising directed to the so-called laborer and foreigner is not wasted in thin air at the present time.

Very truly yours,

FRANKLIN P. SHUMWAY CO

ARM/GP By Arthur H. Merritt
Director

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

The American Association of
Foreign Language Newspapers, Inc.

Frank D. Gardner, Gen. Mgr.

Peoples Gas Building Chicago Ill. | Hickox Building Cleveland O | Little Building Boston Mass | Woolworth Building New York City

The Hidden Beauties of the Photographic Illustration

What Are the Qualities That Make Some Camera Art Studies as Good as, or Better Than the Drawn Pictures?

By W. Livingston Larned

IF YOU want to make an artist jump over the traces, suggest to him that the camera is beginning to paint commercial illustrations that vie with his own efforts.

"No photograph can hope to match the illustrator," he will very likely say to you, "because the artist puts imagination into his work. The camera has definite limitations. It may only reproduce what it sees.

"It is compelled to put in every bit of detail. The artist may eliminate, juggle with, adapt and twist to his own liking. The human figure is never wholly interesting when photographed. People appear short and stumpy and unidealistic. Expression is the artist's great trump card. Models always fall short in this regard.

"But more important than all else—the photograph possesses no individuality. All photographs are alike. The mere introduction of trick lighting, softening tones and painted-in last-minute accessories and effects is not enough to individualize a campaign. If you illustrate a series with the camera, you are merely duplicating an effect that will everywhere be seen. They all appear very much the same."

These arguments are "stock stuff."

And they might have been true a few years ago. Nowadays, however, there are camera experts who develop quite as much technique as the artist himself. And this much will be true to the end of time—the vast majority of people have confidence in photographs. They believe in them because they are copies of actual life. They can't very well lie. They are nature, put into tangible, reproductive form.

Why is it that so many of our modern camera studies for advertising purposes take on the qualities of the painter at his best?

Why are we accepting them as ideal for certain advertising purposes?

Why are so many idealistic and beautiful?

Why do we find the prejudice decreasing?

The answer is to be found in the pages of periodicals, and it will pay us to analyze some of them.

For the artist can howl the winds down and the fact still remains that there are more photographic illustrations than ever—and they are superlatively better.

To begin with, nine times in ten, when an advertiser has gone over to camera illustrations, it is because he has wearied of the attempt to secure proper interpretations of his subjects from an artist.

There is no compromise in the matter of reproducing life as we know it. It is unnecessary for us to be artists to criticise illustrations. We know when a drawing is right or wrong. We may not be expert in the matter of judging techniques and the finer points of compositions, but we *do* know when the picture of a man, woman or child is "unnatural."

THE BIG ADVANTAGE OF PHOTOGRAPHS

The photograph, from posed models, always has the great virtue of being "lifelike."

Not more than a dozen years ago, commercial photographs were approximately the same in quality. They were stiff, stilted, lighted in a conventional manner, and clumsily composed. But the new type of photographer, as has been explained before, is as much an artist, at heart, as his brothers of the brush and pen.

He has made a study of composition. He revels in odd lighting effects. His studio is a perfect wonderland in its equipment. He will go to any lengths to secure his accessories.

For many years, Community Silver has searched far and wide for artistic atmosphere. Artists, with individualistic techniques, have been delegated to prepare sets of drawings, at great expense. Community had the money to spend and was willing to spend it on quality.



AN UNUSUALLY SUCCESSFUL ARRANGEMENT, WITH LIGHTING EFFECTS THAT COULD NOT BE REPRODUCED EXCEPT BY CAMERA

The more recent Community Plate pages are photographic and we are ready to admit that the campaign is not commercialized or cheapened by the process. But such photographs!

Table linen of rare weave and design, fruit bowls heaped with out-of-season delicacies; glasses and silver placed "just so," and the entire lay-out executed with a finesse that only an artist could supply and arrange. If these same accessories had been gathered together, posed and painted on canvas, we doubt very much whether the result, when reduced to a black and white half-tone, would have been better pictorially.

These have been no mere accidents of photography. Quite as much care and thought were expended on the prints as could have been taken with an original illustration. Subdued lights, reflections, artfully arranged, work done on the plates, thorough knowledge in the posing of the objects—all of these are elements that go into the modern commercial photographs.

The mistake is made that about all you need to do is to place certain articles on a table and press the bulb. No average photographer can secure these artistic results. We know one man who takes a dozen prints before he secures what pleases him. The wastage in photography can be very great, for photography is admittedly one of the undeveloped sciences.

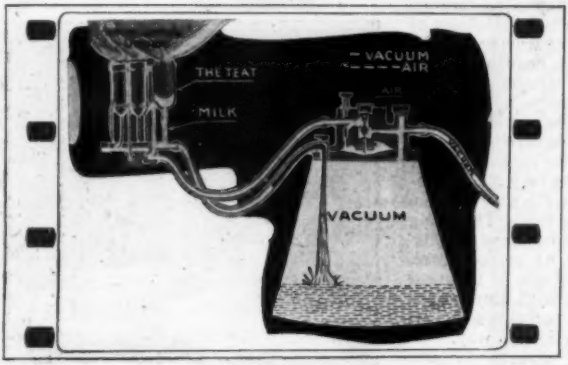
Two elements seem to be of uppermost importance.

The posing means much—that is, the wise arrangement of figures or of inanimate objects in their relation to one another.

And then—the lighting!

The arrangement of screens, sunshine or electric lights, backgrounds and time of exposure of plate, are technical attributes of the trade. The more successful photographs are not sharp and clean-cut, but express a certain shadowy, uncertain, will-o'-the-wisp quality that gives them the

How Is the Cow's Teat Manipulated by



THE MECHANICAL MILKER?

THE UNIVERSAL INDUSTRIAL TECHNIGRAPH (ANIMATED TECHNICAL DRAWINGS SHOWING SECTIONAL VIEWS OF APPARATUS AND MECHANICAL PRINCIPLES IN OPERATION) **AND UNIVERSAL INDUSTRIAL ANALIGRAPH** (THE ANALYSIS OF MOTION. ULTRA-SPEED PICTURES ARE SHOWN EIGHT TIMES SLOWER THAN THE NATURAL MOVEMENT WITH ANY STANDARD PROJECTOR) EXPLAIN THINGS DIFFICULT FOR THE TRAINED AND UNTRAINED MIND TO COMPREHEND IN SUCH A MANNER THAT THEY ARE ALWAYS VIVIDLY REMEMBERED. THIS IS MERELY A PART OF THE UNIVERSAL INDUSTRIAL AND EDUCATIONAL SERVICE IN THE PRODUCTION AND DISTRIBUTION OF MOTION PICTURES FOR EVERY CONCEIVABLE PURPOSE. ASK US WHAT WE CAN DO FOR YOU.

UNIVERSAL FILM MANUFACTURING CO.
(CARL LAEMMLE, President)
HARRY LEVEY, Manager Industrial Department
Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories
UNIVERSAL CITY, CAL.; FORT LEE, N. J.
Offices: 1600 BROADWAY, NEW YORK

painter's freedom. In order to emphasize high lights on grapes, we have known a photographer actually to varnish each separate grape, that they might catch and reflect the proper values in lighting.

The United Electric Company is now using photographs as illustrations. Would it seem possible to snap a picture of a mechanical object of this character, on the floor, near a mirror, and secure what is virtually a painting, replete with artistic atmosphere and intriguing charm? Catalogue photographs have seldom done this. The thing would appear impossible of performance.

Yet one of the most delightful illustrations of a recent month was done in this way.

A certain popular brand of cigarette is now illustrated in its advertising by the camera. Yet the cigarettes are the least conspicuous item in the composition. A white pillar by a window-seat, vines clambering up the post, tea service, a pillow, cakes and the semblance of moonlight, flooding through—it makes a picture that is sentimentally attractive. Everyone may not know that these little camera cameos are prepared elaborately in advance. An electrician plays his part. The scene is "struck," as in the case of a stage setting. The moonlight may be calcium—the vines are artificial.

The General Cigar Company conceived the idea of portraying a series of character studies of the men of various sections of the country who smoke a certain brand of cigar. Wyoming speaks. There must be a man who knows sheep, minerals, sunshine and the big outdoors. An artist might have created the type. Surely he has not done it better than the photographer.

But the model was not a happy-go-lucky choice.

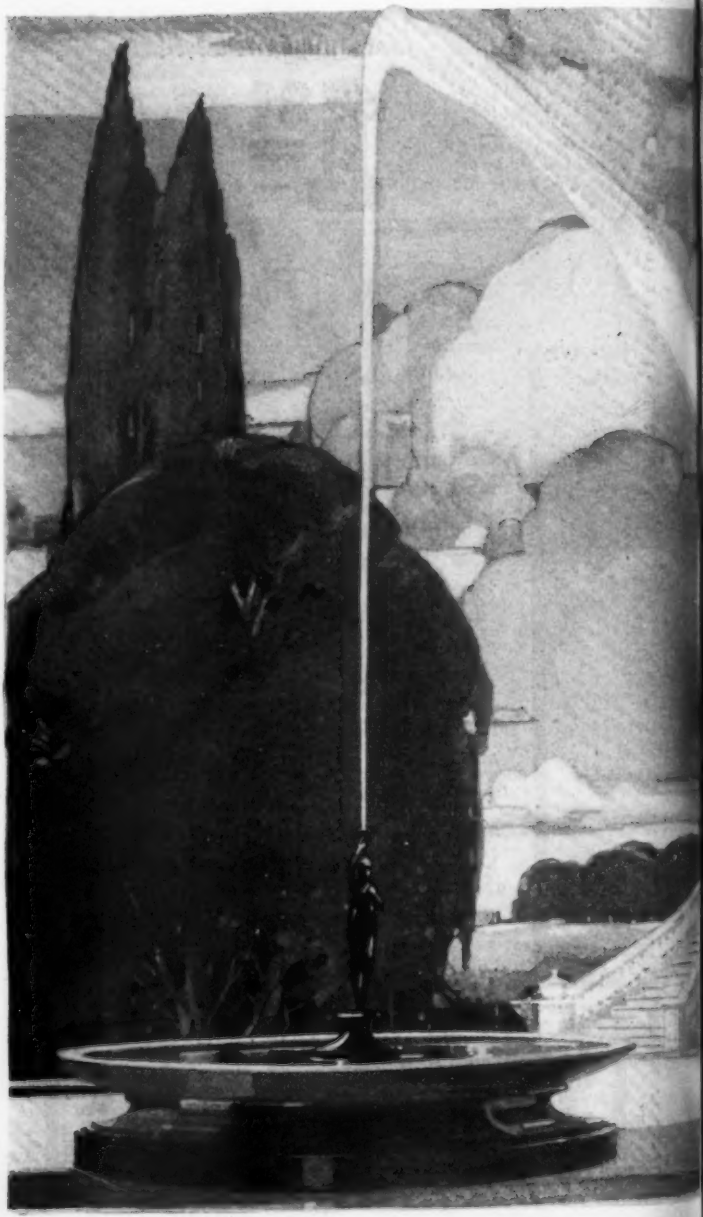
That expensive Stetson is the kind the fellow from Wyoming would wear. Easy to snap this model in this pose of smoker-satisfaction? Not a bit of it. We all know how difficult it is to have a satisfactory picture of ourselves taken. There are many disappointments and disillusionments. Magnify that ten-fold and you have some idea of the study required in making entirely successful advertising photographs.



THIS PHOTOGRAPH MIGHT ALMOST SEEM TO BE A REPRODUCTION OF A PAINTING

Just as the artist can play "tricks," so can the photographer with his camera. Figures can be superimposed over backgrounds that were not in the original. Have you marvelled at the remarkable prints used for Futurist Underwear? A tiny figure against an elaborate, mystic background of objects that are fifty times their natural size! A man can be made as tall as the Woolworth building or as small as an ink well. Sometimes the exposures are made on


1st
In Photo Plays
During 1919, The Plain Dealer printed 643,888 lines of Photo Play Advertising—a gain of 233, 408 lines over 1918 and more than printed by any other Cleveland newspaper.
This remarkable lead of The Plain Dealer is not surprising when you consider that The Plain Dealer is *the dominant* newspaper of Cleveland and Northern Ohio—is read seven days a week by more live, progressive Cleveland families than *any other newspaper.*
That is why The Plain Dealer led all Cleveland papers during 1919 in eighteen separate classifications, as well as in total volume of advertising.
The Plain Dealer
CLEVELAND
Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York
Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago



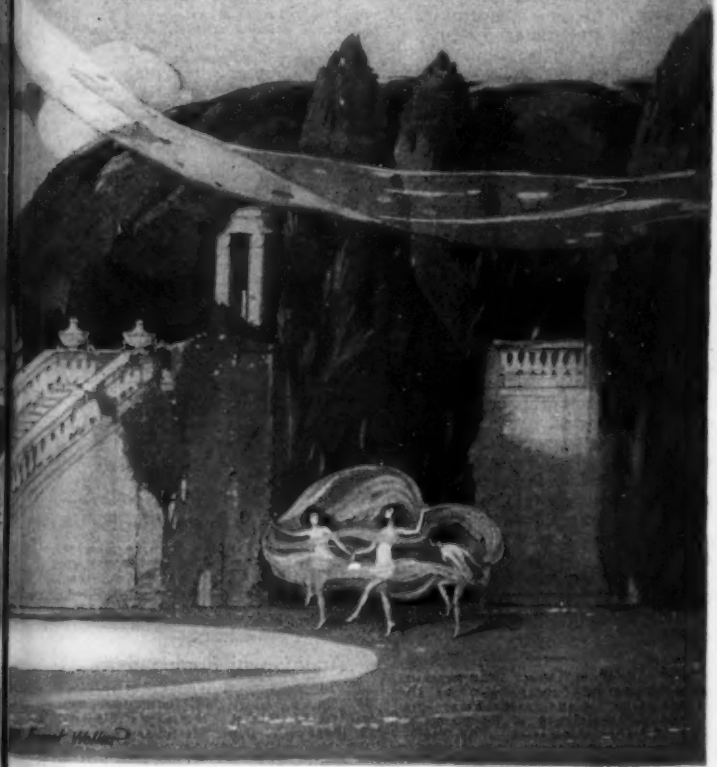
A DEMAND for high-grade illustrations for the better character of booklet designing has necessitated our developing a special department for this work.

For your next booklet let us prepare your plan and dummy—the cost will be nominal.

ETHRIDGE ASSOCIATION of ARTISTS

New York Studios:
23-25 E. 26th Street

Chicago Studios:
140 N. Dearborn Street



the same plate; then, again, they are pasted up and patched. What matters it, if the final result is pleasing and complete?

The camera study does not attempt to usurp the product of the artist.

It merely offers another medium of expression.

There should only be friendly rivalry between them. The photograph will never make the artist's canvas obsolete and the artist may never hope to discourage photography. Why, therefore, this antagonistic talk, back and forth? It seems rather childish.

An advertiser may use original drawings or paintings for a number of campaigns. He feels the need of change. He wants something different. So does the trade and the public in general.

A switch to camera art means an enlivening of the campaign.

Strangely enough, while professional models are easiest at their work, the non-professional, if properly directed, gives equally pleasing results. It is much a matter of types. Certain people seem to represent certain classes. They may come from the home, from the avenues of business or from the factory. Not the least of the photographer's worry is to secure these "ideal" types. They may not want to face the camera.

And this camera has grown to be a magician in disguise, as its operators investigate it. A lens alone may be worth a small fortune and it may require a lifetime for a photographer to study out its intricacies.

"I rummaged around every old curiosity shop in the city for a bit of old silver," a famous woman photographer once told the writer, "yet it was only a far-background accessory. I paint with my camera."

And there you have the *real* secret of it.

They *do* paint with their cameras!

The DuPont-Young Corporation, manufacturer of Phoebe Snow and Duponda toilet goods preparations, has placed its advertising in the hands of The Callaway Associates, of Boston.

Railroad Again Advertises Courtesy to Employees

IN the revival of railroad advertising, a pleasant and welcome friend comes back in the printed leaflet that requests courtesy and cheerfulness of the railroad employees. One of the first of these leaflets has been issued by E. E. Loomis, president of the Lehigh Valley Railroad Company. Mr. Loomis' message, addressed to employees' "coming in contact with the public," reads in part:

Ticket Agents: Don't keep patrons waiting. Make it a point to answer inquiries cheerfully, particularly as to the running of trains and the possibility of making connections when trains are late. Do not say Pullman space is unavailable until you have satisfied yourself that other stations cannot release space to you.

Trainmen: The passengers are our guests; you can make their trip a pleasant one or otherwise. Be solicitous of the comfort of all, especially of women, children, and inexperienced travelers.

Dining Car Employees: Passengers have the right to expect polite and obliging attention.

A good meal well served is an excellent advertisement and probably will mean the winning of a friend for our railroad.

Freight Service Agents: You are the medium through which the company does business with freight shippers; you shape their opinion of this railroad, and you need the assistance of our patrons to help you operate your station efficiently.

Do not make promises you know you cannot keep. Work closely with our patrons in the placing of cars for loading and unloading.

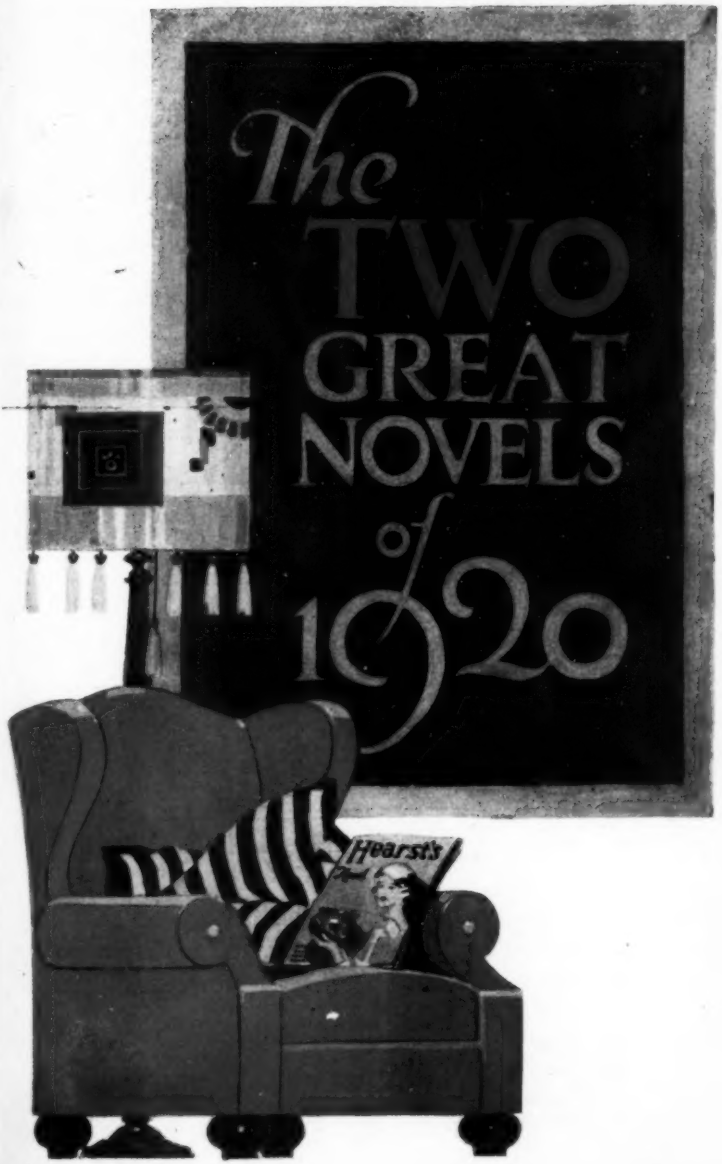
Give shippers all information possible in connection with the movement of their freight. Remember the success of our patrons in business means our success.

Carrington for "Metropolitan" in Chicago

C. F. Carrington has been appointed Chicago representative of the *Metropolitan Magazine* to succeed Payne Jennings. Mr. Carrington has for some time been a solicitor on the *Metropolitan* staff.

Addition to Rankin Staff

J. H. S. Ellis, formerly with the A. W. Shaw Company, has joined the copy staff in the Chicago office of the William H. Rankin Company, advertising agency.


The TWO GREAT NOVELS of 1920
Hearst's

The Two Great Ne of 192

HALL CAINE! VICENTE BLASCO IBANEZ! What other living novelists have been so universally acclaimed by critic and by public alike throughout the entire civilized world?

The Christian, The Eternal City, The Prodigal Son, The Woman Thou Gavest Me — Mare Nostrum, The Four Horsemen of the Apocalypse — these were not only great novels in the literary sense but were tremendous popular successes as well.

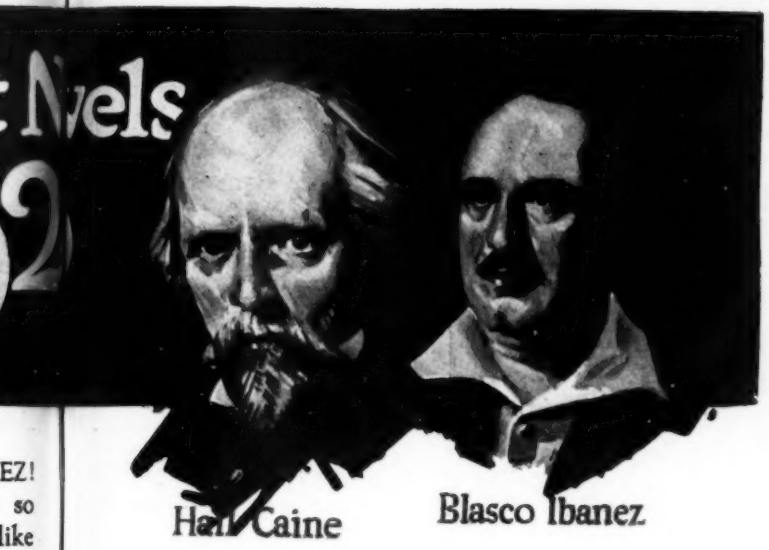
Hearst's now offers its readers—SIMULTANEOUSLY —*the new novels of* BOTH *these great novelists.*

Never before perhaps in the history of magazine publishing has any magazine made so extraordinary an announcement — of such universal interest!

The Master of Man, by Hall Caine, began in Hearst's for March. *The Enemies of Women*, the new novel by Vicente Blasco Ibanez, begins in Hearst's for April.

Hea

*A Ma*ith a *N*



YET FICTION is only one feature of Hearst's and by no means the most important. At least half of every issue of Hearst's is devoted to articles and editorials of distinctly serious purpose.

Among the many notable writers who frequently contribute their best work to this more serious side of Hearst's are Maurice Maeterlinck, Conan Doyle, Georges Clemenceau, Bernard Shaw, G. K. Chesterton, and other great thinkers and leaders both in America and abroad.

Hearst's has regularly many more contributors — authors, artists, and special writers — listed in the English "Who's Who" and "Who's Who in America" than any other magazine.

Hearst's
Magazine with a Mission

Great Writers Who will be in Hearst's *during* 1920

F. Britten Austin
Max Beerbohm
Arnold Bennett
Donn Byrne
Sir Hall Caine
Sir Gilbert K. Chesterton
Richard Washburn Child
Georges Clemenceau
Sir Arthur Conan Doyle
Larry Evans
Guglielmo Ferrero
Vicente Blasco Ibanez
Rudyard Kipling
Bruno Lessing
Maurice Level
Joseph C. Lincoln
Maurice Maeterlinck
Edwin Markham
Walt Mason
Gouverneur Morris
E. Phillips Oppenheim
Roland Pertwee
Melville Davisson Post
Charles Edward Russell
G. Bernard Shaw
Arthur Stringer
Sir Rabindranath Tagore
—and many others

Will the Advertising Tax Bill Go Through?

Prominent Legislators and Government Officials Think Not

Special Washington Correspondence

"ON the theory that you are more apt to hear the truth from an enemy than a friend, go and talk to Claude Kitchin!"

Thus a wise old Capitol attaché, who thinks too much of his job to be quoted. Whether Mr. Kitchin would be flattered at being characterized as an "enemy" of newspapers and magazines is beside the question, although most publications have regarded with some degree of animosity the man who has had so much to do with post-office rulings which publications regard as inimical to their best interests. So to Mr. Kitchin PRINTERS' INK sent its representative to ask "What you think about the proposed tax on advertising."

"Not much!" was Mr. Kitchin's terse and immediate answer. "I wouldn't support such a measure if it came out of the Ways and Means Committee and I don't think it ever will come out!"

The PRINTERS' INK representative wanted to know why Mr. Kitchin wouldn't support such a proposed tax on advertising as the Thompson bill, which is satisfied with a beggarly ten and fifteen per cent!

"Because, in the first place, we have taxed newspapers and magazines enough in increasing the zone rates. In the second place we are levying sufficient taxes on business in excess profits."

"Why do you think this bill won't be reported favorably by the Ways and Means Committee?"

Mr. Kitchin smiled, and those who have argued with him on the wrong side of a question have termed that smile grim.

"Many such bills are referred to the Ways and Means Committee which never are heard of again!" was all that he would say except to add that if any such bill were reported, not only would advertisers and business generally have ample opportunity to be heard but that PRINTERS' INK could prepare and present a brief for advertising if it cared to!

ALL SENATORS DON'T KNOW ABOUT BILL

The reporter next tackled a Senator. The Senator refused flatly to talk for publication. "I never allow myself to be quoted," he said, "on any question with which I am not entirely familiar. I have not even heard of, much less read, the bill to which you refer. But I am perfectly willing to tell you privately for your own information that I have heard no talk about such a tax being either necessary or wise, and I think that, if such a sentiment existed in Congress, I would know of it."

"You think it's a foolish idea?" he was asked.

"I wouldn't call it foolish. I know nothing about it. It may be very wise. But you must remember hundreds of bills are written and introduced and referred to Committees which are well meaning, carefully wrought, the product of much mental labor on the part of their originators, which are entirely contrary to the current of legislative thought of the whole Congress. This bill might be really wise and yet contrary to the current of wisdom of this Congress. I don't say it is—a tax on advertising, on the face of it, is a tax on a necessity, without the necessity for the tax. But the bill may have supporters who see in it what I don't because I am not familiar with it."

It was a relief to turn from the spectacle of an eminent legislator industriously straddling a fence, to face another Senator who said nothing about not quoting him.

Senator Capper was in a Com-

mittee meeting but came out to talk advertising bill with PRINTERS' INK. He had not heard of the bill, either. But when its terms were told him he had small difficulty in making up his mind what he thought about it.

"That appears a very discriminatory sort of tax to me," he said. "I should regard such a proposal as grossly unfair to business. Are we to tell business to go ahead and do the best it can and make a lot of money and pay a lot of taxes and then turn around and tell it it mustn't use certain well-known and necessary implements of business without paying a tax on that use? It might be extremely injurious to business and whatever injures business now injures the country.

"Sentiment in Congress for such a tax? I have heard of none. Certainly if there was any large amount of talk of so reactionary and discriminatory a measure as this, I should know of it. I have never heard anything of it. I think you would be entirely safe in predicting that no such measure would ever pass."

It is difficult to sound out the whole of so immense an institution as the Congress of the United States. It would take ten men a couple of weeks to get in touch with each individual member and ask him a couple of questions. So no pretense is made of having taken anything like a straw vote. But there are undercurrents and side eddies, little streams of opinion flowing in cloak room and restaurant, picked up in the halls, heard at the cigar stands, seen by the telegraph office and echoed in the phone booths, which are noted and remembered.

Senator Glass was the next gentleman seen.

"As an ex-Secretary of the Treasury I know nothing about it!" he said. "As a Senator I am supposed to look at all such propositions impartially. As a newspaper publisher I think the proposed tax on advertising is a fraud. There seems to be some sentiment in this Congress that the newspaper was made to be victimized, but I think it's a fraud!" he repeated and shook hands with two other men to signify that that was all there was to that.

MEREDITH GIVES A CAREFUL REPLY

In answer to the question "What would this proposed tax on advertising mean to farmers?" Secretary of Agriculture Meredith said:

"An increase in the cost of living, and so an increase in the price they must get for their farm products. There are three parties concerned in the production of food products: the farmer, the laborer and the distributor. The whole country is asking the farmer to produce more in the hope that prices may be lower. But food must cost less not only because more is produced, but because it is more economically distributed. Anything which increases the cost of production or distribution must inevitably increase the cost of any article, food as well as other merchandise. Distribution of farm products means packing, hauling, shipping, storing, selling and delivering. Advertising enters into every one of these operations. Tax advertising and you add to those costs.

"A progressive farmer wants some new equipment. He buys it from a firm which has been making it at a cost, say, of fifty dollars, selling it for seventy-five, of which amount twelve dollars and fifty cents is profit and the other twelve fifty selling expense. Add a tax on the advertising and the equipment will have to be sold, eventually, at an increased cost to the purchaser—the farmer. The farmer pays the increased amount. Who pays the farmer? The consumer pays him, and the farmer must add his increased costs to his selling price or he makes no profit. Multiply this one item of equipment by figures for all farm tools, for transportation, for household goods, for clothing and other articles the farmer buys, for everything his

Oklahoma's 1919 Crop Values Increased 100%

Favored by the best average crop condition of any of the states, Oklahoma in 1919 climbed to tenth rank as an agricultural state, more than doubling her record production of 1918.

Total crop production in 1919 was $547,758,000 compared with $272,847,430 the previous year. Milk, eggs and poultry added $129,000,000 to the revenue of Oklahoma farmers.

Leads in Acre-Value of Nine of Thirteen Chief Crops

Still more significant of Oklahoma agricultural prosperity is the following table from the December, 1919 Monthly Crop Reporter. This shows that of the country's thirteen chief crops, Oklahoma's per-acre-value of nine of these was greater than that of the state leading in total production.

Crop		Value per acre in state of greatest production	Value per acre in Oklahoma	Av. val. per acre in U. S.
Corn	Iowa	$ 49.92	$ 30.48	$ 38.54
Wheat	Kansas	27.95	28.70	27.63
Oats	Iowa	22.14	23.10	21.12
Barley	Cal.	42.30	30.60	27.01
Rye	N. Dak.	9.68	21.00	16.85
Potatoes	New York	158.05	164.00	143.93
Sweet Potatoes	Ala.	106.22	216.00	134.19
Hay (tame)	New York	30.75	33.22	32.65
Grain Sorghum	Texas	36.30	34.50	33.41
Broom Corn	See Below	*	29.28	29.83
Sorghum Syrup	Ala.	86.45	90.48	92.77
Peanuts	Ala.	39.24	88.64	63.80
Cotton Lint	Texas	45.50	66.88	58.78

*Oklahoma produced more broom corn than all other states combined.

The foregoing figures give indisputable evidence of the prosperity of Oklahoma. More than **fifty-eight percent** of these farm homes receive the **Oklahoma Farmer-Stockman** regularly. If you are sold on the market, let us tell you more about this medium.

THE OKLAHOMA

FARMER-STOCKMAN

Edgar T. Bell, Adv. Mgr. **Member A. B. C.**

National Representatives:
E. KATZ SPECIAL ADVERTISING AGENCY

New York **Chicago** **Kansas City** **Atlanta** **San Francisco**

labor uses, and you find that the apparently innocent 10 per cent tax on advertising amounts to a large figure in his total costs.

"Advertising has come to be recognized as one of the factors in distribution. By lowering the costs of selling, increasing the volume of sales for individual concerns, thereby lowering overhead costs per article, it has reduced, not increased, the cost of commodities formerly sold by more expensive and slower methods. What is needed in this country to-day is a lowered cost of distribution, a more economic and efficient means of getting food from farm to table, of getting goods from factory to home. Anything which increases the costs of selling, increases the amount of money spent for services, rather than for materials. I am not in a position to say what the Congress will do, but I should be much surprised if the wisdom of our legislators permitted them seriously to entertain a proposal which would so obviously increase costs and thereby work additional hardship on farmers and consequently upon the whole people of the United States."

Prominent Men Back Chicago Plan

An advisory council of Chicago business men has been organized to help Mayor Thompson's Chicago Booster Publicity Club put over its elaborate plan for advertising that city. The plan was mentioned recently in PRINTERS' INK. It involves the expenditure of a million dollars a year for each of four years. The chairman of the council is Thomas E. Wilson, head of the packing company bearing his name. Among the members are: James Simpson, president of Marshall Field & Co.; Robert J. Thorne, of Montgomery Ward & Co.; Alfred Decker of Alfred Decker & Cohn; J. C. Shaffer, publisher of the Chicago *Evening Post*; J. L. Coath of the Manz Engraving Co., and Roy D. Keehn of the Hearst newspapers.

W. G. Hinman Leaves Lord & Thomas

W. G. Hinman, formerly production manager of the Chicago office of Lord & Thomas, advertising agency, has gone into business for himself, assuming charge of the Carnahan Art Studio, Inc., Chicago.

More Manufacturers File Their Slogans

WRIGHT-AUSTIN COMPANY,
MANUFACTURERS OF
HIGH GRADE STEAM SPECIALTIES.
DETROIT, Mich.

Editor of PRINTERS' INK:

Registration of our slogan "Standard with Steam Users Since '94" should be made in your slogan clearing house.

We have watched each list, but so far have failed to see this or anything very similar registered, and believe we are the first ones to make use of this phrase.

E. S. SABIN,
Service Manager.

NATIONAL X-RAY REFLECTOR CO.
CHICAGO.

Editor of PRINTERS' INK:

Will you please add to your list of slogans the slogan of our company, which is "Lighting from Concealed Sources."

We have used this slogan for many, many years in connection with our business and will be glad to see it listed.

NORMAN B. HICKOX,
Sales Manager.

THE DAVIS SEWING MACHINE CO.
DAYTON, Ohio.

Editor of PRINTERS' INK:

In the hopes that you will some day publish a booklet listing all of the slogans which have been registered in your "Clearing House," we want to add the following.

"True as Steel and Skill Can Make Them"—Dayton Bicycles.

"The Bike You'll Like"—Yale Bicycles.

"A National Rider Never Changes His Mount"—National Bicycles.

S. H. ANKENEY,
Advertising Manager.

ATLAS POWDER CO.
PHILADELPHIA.

Editor of PRINTERS' INK:

We are sending you several trade slogans used by Atlas Powder Company and subsidiary companies for listing in the "Clearing House."

These are the slogans we have been using for years:

Atlas Powder Company, "The Original Farm Powder." "The Safest Explosive."

Giant Powder Company, "Everything for Blasting."

Zapon Leather Cloth Company, "It wears—and wears—and wears."

Celluloid Zapon Company, "First in the Industry, Still in the Lead."

W. H. DAWSON,
Advertising Manager.

The Thornes, New Chicago Writing Service

The Thornes is the name of a new advertising writing service at Chicago. This new service has been formed by Paul Thorne and his wife, Mabel Elizabeth Girling Thorne.

Plus Service Vs. Blue Sky

"There has been so much said about newspaper co-operation that was more like traffic in 'Blue Sky' that I am glad to know that the HERALD AND EXAMINER gives a real, sincere co-operative service.

"We know that our tremendous success in the Chicago field has been due in no small part to this plus service rendered by your publication."

The above excerpt from a letter from one of the largest users of newspaper space in the Chicago field, speaks for itself. Ask us to send you copies of letters from manufacturers who have used the HERALD AND EXAMINER'S system for securing distribution in advance of advertising.

John P. Dickson
General Manager

CHICAGO
HERALD AND EXAMINER

The Gateway to the Chicago Market

NEW YORK OFFICE:
Room 802, the Astor Trust Bldg.
Telephone Vanderbilt 1739

DETROIT OFFICE:
Kresge Building
Telephone Cherry 6618



CHANGE of corporate name having been effected, The Blackman-Ross Company will hereafter be known as

THE BLACKMAN COMPANY

as originally incorporated May 14, 1908.

The business of the Company will be continued at the present address until the building at 116-122 West 42nd Street is completed, when we will move to new quarters on the fourteenth and fifteenth floors.

The Blackman C

ADVERTISING

95 MA

THE MANAGEMENT continues in the hands of O. H. BLACKMAN, J. K. FRASER, M. L. WILSON, F. J. HERMES as Directors, assisted as formerly, by the following Executives:

ACCOUNT EXECUTIVES

A. W. Diller
Frank H. Rowe
R. J. Compton, Jr.

DEPARTMENT EXECUTIVES

Copy:	Ray Giles
Art:	Will Schaefer
	Geo. L. Welp
Typography:	Carleton G. Gaubert
Mechanical Production:	Frederick G. Wolf
Commercial Research:	B. W. Randolph
Domestic Science & Test Kitchen:	Miss Swain
	Miss Birdsall
Rates & Contracts:	L. T. Bush
Traffic:	C. S. Kipp
Office Manager:	H. A. Collins

WESTERN OFFICE: *Cleveland, Ohio*
Walker Evans, Jr., *Manager*

an Company New York
ISING 95 MADISON AVE.

Second Largest Morning Circulation in Ohio

SWORN circulation statements for the last six months of 1919 show the Ohio State Journal to have the second largest daily circulation among Ohio morning papers.

53,596

Sworn Circulation

Although the Ohio State Journal ranks second in quantity circulation it has a quality circulation that is equal to the best anywhere.

The Ohio State Journal.

ESTABLISHED 1811

Story, Brooks & Finley, Foreign Rep.

NEW YORK
Fifth Ave. Bldg.

PHILADELPHIA
Colonial Bldg.

CHICAGO
Peoples Gas Bldg.

The Space Seller's Obligation to His Clients

Contracts Must Be Kept Confidential, and Not Used to Influence the Business of Competitive Firms

By W. S. Lockwood

A MAN came into an advertising manager's office soliciting advertising for—oh, let's say "Hoodiker's Magazine," because this is not going to be complimentary.

One of the first things he did was to pull forth a contract bearing a fresh signature and push it over for inspection.

The contract called for twelve pages of advertising. It was signed by a competing concern and of course the inference was that since a competitor had contracted for twelve pages in that particular journal, there was nothing left for that advertising manager to do, but take at least an equal amount of space.

But he felt as if he didn't want any space in a publication whose representative was guilty of such a breach of confidence.

How many concerns are there who would like to have their competitors so quickly informed about any portion of their advertising plans?

If somebody in my office sneaked out to a telephone and called up one of my competitors and told him that I had just signed a contract with "Hoodiker's Magazine" for twelve pages, it would be regarded as a serious offense. Why isn't it just as serious when an advertising representative passes along the information?

If this sort of thing were unusual, I would keep my thoughts to myself concerning this enterprising representative. But it is quite a common occurrence, and I raise my voice in protest.

Don't misunderstand me, I am not attempting to imply that all advertising solicitors are guilty of this practice. I know plenty of them who are as tight as the proverbial clam regarding the plans or policies of those advertisers upon whom they call.

They are ready enough to pass on the advertising gossip of the street, but information that they get from an advertiser's office, or through their own office concerning any advertiser's plans, is sacred.

No advertising salesman has a right to come into my office and discuss our advertising with me and go forth and spill information thus obtained to anybody, least of all to my competitor.

This is not an ethical quibble, for I know of at least one case where serious harm was done and I can think of dozens of cases in which serious harm might follow as the result of this practice.

GROSS BREACH OF CONFIDENCE

Sometime ago the advertising manager of one of the largest concerns in the country in its particular line was discussing his advertising schedule for the coming year with a representative. During the course of the conversation, the representative referred to some item on which the company had, in past years, spent quite a considerable portion of its appropriation.

"We are not going to advertise that this year," said the advertising manager, and thirty minutes later this advertising solicitor was in the office of that concern's chief competitor telling them that they better get busy on such and such an item because the other fellow was not going to be in the field next year.

It cost the first company thousands of dollars because it had a lot of this particular item in stock and it had every right to expect that the past advertising would enable it to dispose of this stock.

But the other company got in under the skin, as it were, and made a lot of trouble and a lot of expense for the first named concern, and it never did successfully dispose of that particular item.

Never mind making excuses for that advertising representative. I have heard all these excuses. He probably did not know that he was guilty of any breach of confidence. He probably was a perfectly honest man and didn't intend to harm anybody.

Doubtless that advertising representative thought that it was a very bright idea to run over and give this bit of interesting and newsy information to one of his clients, or prospective clients.

I can imagine him glowing all over with a consciousness of service well performed and I can imagine him going home to his wife and telling her what a clever little advertising salesman he was; and I can imagine him doing it without a suspicion that he was behaving like a crook.

Yes, I know that a lot of the fellows who do this are perfectly honest men.

But I have heard that "An honest man, who is a fool is almost more dangerous than a crook"—and sometimes I think there is more than a grain of truth in the saying.

I know that a great many advertising representatives who peddle information around do it without any realization of the fact that they are doing something that is an outrageous breach of confidence.

But the fact that they do not know any better does not excuse them. I wonder what would happen to a Wall Street broker who got an order from Mr. Morganbilt to buy 1,000 shares of Crucible Steel common and immediately called up Mr. Rockergould and said in substance: "Say, Morganbilt has just ordered me to buy 1,000 shares of Crucible Steel, don't you want to get in on this good thing?"

The dullest imagination can figure out what would happen to that fellow. But would he be any worse than the advertising man who peddles confidential information in the hope of making himself solid with prospective advertisers?

Those who have made advertising their business need to be more careful. Publishers cannot afford to send out representatives who have so poor an understanding of the simplest ethics. Publishers cannot even afford to assume that their men have this understanding; publishers should satisfy themselves beyond all question that every representative who calls on advertisers has a thorough understanding that the information he gets in the office of an advertiser is not public property.

Detroit Will Be Advertised in Great Britain

Information about Detroit will be given the people of Great Britain in advertisements which will appear in British newspapers. The Detroit *News* has undertaken this advertising campaign, which will cover a period of two years, in order to make certain that the people of Great Britain know about Detroit's people, automotive workers and plants, earning power and buying power, and its manufacturers, their needs, their imports and exports.

Along with this advertising of Detroit will be an effort to bring about a closer relationship between the commercial enterprises of the United States and Great Britain.

Ross-Gould, St. Louis, in Agency Field

Ross-Gould, St. Louis, an organization which has been engaged in direct-mail advertising, has recently entered the outdoor and publication advertising agency field.

Hugh L. Wood, who for several years held various writing and editorial executive posts on the St. Louis *Republic*, has been made advertising counsel of the Ross-Gould organization. After leaving the *Republic*, Mr. Wood was field representative for the Mississippi Valley Association.

Newspaper Publishers' Convention at New York

The American Newspaper Publishers Association will hold its annual convention at the Waldorf-Astoria, New York, on April 21, 22, 23.

The annual meeting for election of officers will be held on Thursday, April 22. This year the customary banquet is not on the calendar, a luncheon on Thursday taking its place.



Reaches an industrial field which buys $500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

WTJ

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Will Business Men Choose the Next Presidential Candidate?

"Printers' Ink" Is Not in Politics but Its Readers Are Competent, Nevertheless, to Choose a Business Man to Lead

By Wallace Meyer

THE men who read PRINTERS' INK are business men. I dare say this group of readers fairly represents the most progressive and broad-visioned business men in the country. I believe that the readers of PRINTERS' INK include a majority of the men whose ideas and whose energies are responsible for the success of the principal business institutions in the United States, and at the same time I believe that this same group is less active in party politics, man for man, than a similar number of readers of any other influential publication.

In other words, PRINTERS' INK is read each week by men whose word is law in the business life of the United States, and whose word could easily be transposed into law in the political life, but who, on the whole, are content to *manage* business and *hope* for good government—taking a risk year after year on the intelligent direction of the economic structure which includes both business and government, by politicians nominated by politicians, and voted upon by direction of politicians.

All men and women are interested to-day in the question: "Who will be the next President?" and nearly everyone reflects the remark of Abe to Mawruss, or Mawruss to Abe, during the spectacular early days of the peace conference: "If we got to have another college president he should be anyway president of a business college." You hear people every day making the statement that they would like to see a business man nominated and elected for President. It is no exaggeration to say that the rank and file of voters are more concerned to-day in the calibre and qualifications of a prospective President than they are in the success of either the Republican or Democratic party, and I say this as a nominal Republican who believes that almost any Republican President will be better for the country during the next Presidential term than a Democratic President.

A DEMAND FOR A BUSINESS MAN

The head of our business has just returned from a four weeks' trip in the South and West, and the vice-president is back from a six weeks' trip on the Pacific Coast and in the northern tier of States, and both report that everywhere people are dissatisfied with the Presidential timber so far offered, and specify that they would like a business man for President. I was recently on an extended trip in Canada and met a great many Americans, all the way from Vancouver to Montreal, who, in discussing the political situation in the United States, made exactly the same statement and seldom referred to party lines. I have been in small towns, and storekeepers, working men, school teachers, lawyers, people of all classes, are talking about who will be the next President, and all repeat the same hope that the next President will be a business man.

We are all of the opinion that it would be good for the United States to have a first-class business man at the head of the Government during the next four years of important reconstruction. But meanwhile the politicians are sawing wood. In June they will nominate the candidates for whom we will be allowed to ballot in November.

I believe that if a sufficient

There is great zest in striking that fine balance between sheer beauty in a piece of printing and that intelligent emphasis of the message which makes an advertisement of it. "Beauty with a wallop" is what stirs Bundscho



J. M. BUNDSCHO, *Advertising Typographer*
58 East Washington Street
CHICAGO

THE JEWISH

MANY American food manufacturers have yet to discover and develop intensively the enormous possibilities of the Jewish market.

Successful merchandising of a food product in this field must meet squarely two paramount conditions:

The article must be a Quality Product. The average Jewish family spends more for food than many other elements of our population. Quality, not price, is the rigid standard.

The food should be Kosher. This word is a transcription of a Hebrew term which is applied to all foods that in substance and preparation comply with the Mosaic dietary laws. It connotes cleanliness and purity.

The Kosher requirement has frequently puzzled the American food manufacturer, and the difficulty of complying with it has been much exaggerated.

MARKET

THE vast majority of dry package food products are permissible under the Hebrew dietary laws. Those that contain fats and other questionable ingredients must have the proper certification by a Hebrew religious authority. No red tape and little expense is attached to securing such certificate.

Having met these two standards—Quality and ritual Purity—the food manufacturer has a wide open market of 3,000,000 people in the principal cities of the country, 1,500,000 of them in New York City alone, that spend an unusually high average family income on the best in table necessities and luxuries.

Your message in the dominant four Jewish daily newspapers of New York will reach the best Jewish homes. The Big Four of Jewish jouralism in America is the strategic and economical vehicle to the great Jewish market.

Jewish Daily Forward
The Day-Warheit *Jewish Morning Journal*
The Jewish Daily News

number of business men made known their choice of Presidential timber before the conventions in June, the politicians might give ear to what the business men of the country say. There is no likelihood of a convention of business men called to discuss Presidential candidates and we will probably watch, through the newspapers, the usual convention performances and then go to the polls in the usual frame of mind to vote for one candidate or the other put up for us by two opposing sets of politicians.

The readers of PRINTERS' INK, as I have said before, represent the best among American business leaders, and I am of the opinion if PRINTERS' INK would ask its readers whom they would like to see at the head of the Government the result of such a poll would give the politicians an excellent guide. PRINTERS' INK is not in politics and it would not have to enter politics in the politician sense to ask for such a vote from its readers. I should therefore like to suggest to you that in one of your early issues you set aside a page and ask your readers to suggest their choice of President. No doubt some of them will be in favor of candidates already booming, but I believe that a great many will express themselves in favor of some well-known business leader, and it would be very interesting to have PRINTERS' INK carry on a sort of primary election for President by asking its readers to send in a coupon giving their first, second and third choices for President by a given date, say by April 15, and then by May 15 to send in another coupon vote for their first choice of the ten names which rank highest on the primary vote.

The result of such an expression would furnish a valuable guide to the men who control the political machines. It would also crystallize the desire of those who now vaguely hope for a business man for President in the person of one or two representative business men around whom public sentiment could rapidly and easily be mobilized. It would show that business men do take an interest in government, although they may not as a rule take an active part in political maneuvers. Furthermore, it might interest business men to such an extent that they would exert whatever influence they command toward the proper conduct of politics in their own communities.

Blacklisting the Word "Housewife"

RUSSEL M. SEEDS COMPANY
INDIANAPOLIS, MARCH 17, 1920.

Editor of PRINTERS' INK:

I wish to take exception to one of the words "blacklisted" in the Agency Copy Chief's article "Some of the Earmarks of Copy That Is Written Too Easily" (your issue of February 19).

The word I refer to is "housewife." Webster defines a housewife as the mistress of a household. The copy chief criticises copywriters for addressing advertisements "to the housewives of America" and for saying "You housewives will appreciate this new soap," also, "Use this cereal and your husband will call you a good housewife." The last sentence is a bit far-fetched but let the copy chief who wrote this article try substituting wives, women, woman, lady, ladies, cooks or any word referring to the mistress of a household and see what sort of expression he gets in copy of this nature.

Perhaps "housewife" is not so bad after all.

OAKLEIGH R. FRENCH.

F. L. Waite With "New Way" Motor Co.

Fred L. Waite has been made assistant sales manager in charge of advertising of The "New Way" Motor Company, Lansing, Mich. Mr. Waite had been advertising manager of the Reo Motor Car Company, Lansing, Mich., for seven years.

C. E. Ellis With Chicago Agency

C. E. Ellis, formerly of the Chicago office of *Harper's Bazar*, has taken a position in the service department of Erwin, Wasey & Company, advertising agency in that city.

Preston Roberts With O'Mara & Ormsbee

Preston Roberts has resigned from the service of the Standard Farm Papers, Inc., in Chicago to associate himself with O'Mara & Ormsbee, Chicago publishers' representatives.

FINANCIAL

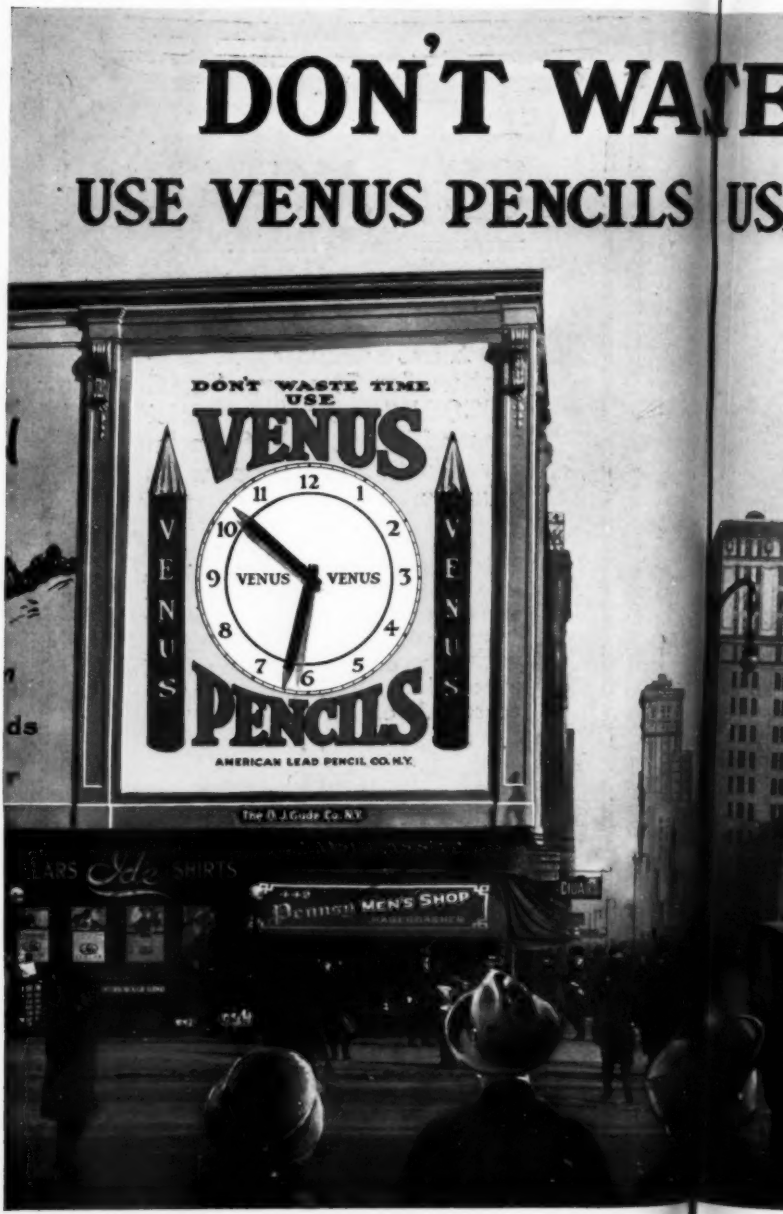
IN ACCORD with the "Always Reliable" policy which has dominated its publication for 50 years, "THE RECORD" exercises a strict censorship over all financial advertising appearing in its columns.

This elimination of the questionable and doubtful, and the accuracy and completeness of its daily financial page, give added pulling power to that financial advertising which does pass the censorship of

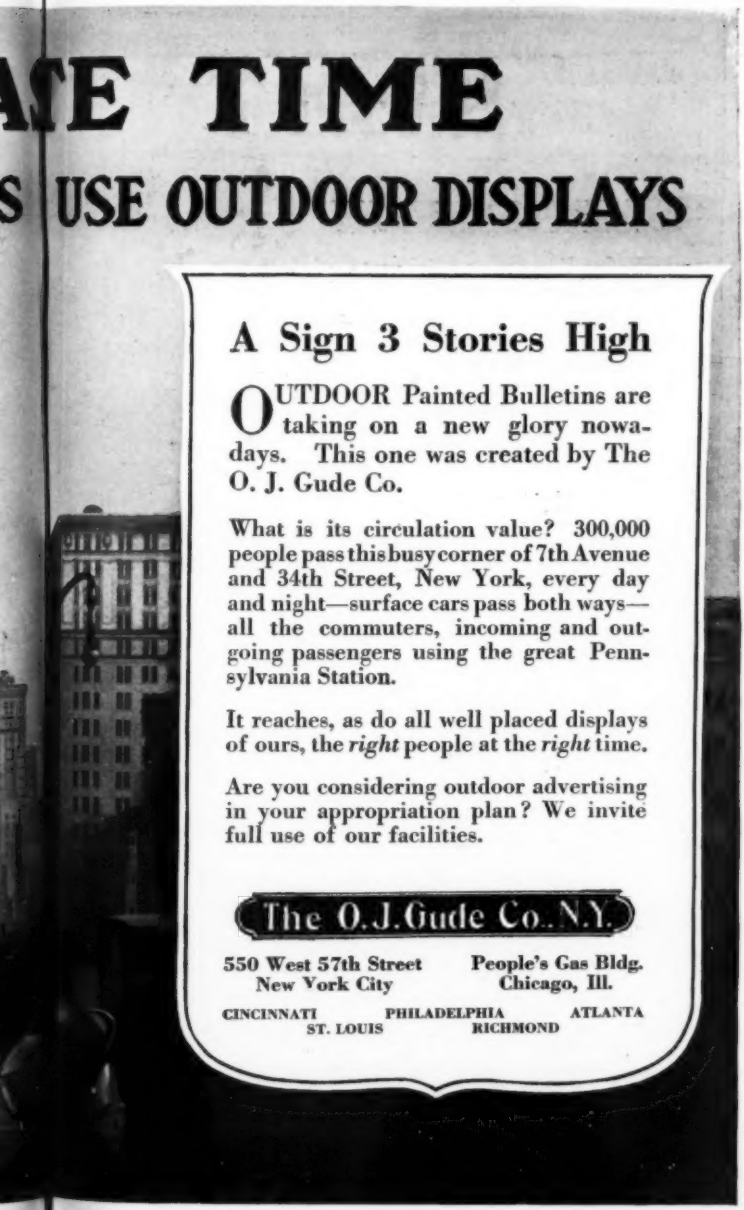
THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
CHICAGO
Peoples Gas Bldg.
NEW YORK
Fifth Ave. Bldg.


DON'T WASTE
USE VENUS PENCILS
DON'T WASTE TIME
USE
VENUS
VENUS
VENUS
PENCILS
AMERICAN LEAD PENCIL CO. N.Y.
The O. J. Gude Co. N.Y.
MEN'S SHOP

ATE TIME
S USE OUTDOOR DISPLAYS



A Sign 3 Stories High

OUTDOOR Painted Bulletins are taking on a new glory nowadays. This one was created by The O. J. Gude Co.

What is its circulation value? 300,000 people pass this busy corner of 7th Avenue and 34th Street, New York, every day and night—surface cars pass both ways—all the commuters, incoming and outgoing passengers using the great Pennsylvania Station.

It reaches, as do all well placed displays of ours, the *right* people at the *right* time.

Are you considering outdoor advertising in your appropriation plan? We invite full use of our facilities.

The O. J. Gude Co., N.Y.

550 West 57th Street
New York City

People's Gas Bldg.
Chicago, Ill.

CINCINNATI PHILADELPHIA ATLANTA
ST. LOUIS RICHMOND

HIGHLY CONCENTRATED CITY CIRCULATION IN NEW ORLEANS

The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation. Advertise in the States. You will get more prompt returns at a lower cost.

Want More Information
We'll Gladly Furnish It.



New Orleans STATES

EVENING SUNDAY

Quality Group Banquet Goes Big

Many Unusual Stunts Enliven the Annual Banquet of Magazine Men

TO the manufacturer who wants to send his salesmen back on the road in a happy frame of mind after a serious sales convention, the expert services of Carroll S. Swan, "roastmaster" extraordinary, should prove valuable. The annual dinner and entertainment of the Quality Group, consisting of the *Atlantic Monthly, Century Magazine, Harper's Magazine, Review of Reviews, Scribner's Magazine* and *World's Work*, was held on March 16 at the Hotel Commodore in New York, and those who attended will not soon forget it. It was as as chock full of surprises as a Touraine chocolate bar is of almonds.

From the very real looking Bronx cocktails which when lifted in a toast turned out to be gelatine, and entirely unpourable, to the last strains of Ed Brown's quintet, advertised as "the finest bit of five-color printing in America," the dinner was just one blame thing after another.

Among the waiters at the start, two could be observed who when waiting on some of the most dignified and important guests would drink a glass of said guest's water, eat a handful of almonds, or toss a napkin away. The "roastmaster" was finally forced to call in the head waiter to have them removed, when the waiters put up a strong argument in rebuttal. They turned out finally to be two representatives of the Quality Group in good standing who did a song and dance.

The arrest of Carroll Merritt, of *Scribner's Magazine*, for a serious offence threatened to break up the dinner at one time, until it was finally discovered that the two "revenue officers" had been especially retained by Nelson Peabody, of the *Atlantic Monthly*, to pull off what threatened to be a most sensational arrest.

Don Parker, of the *Century Magazine*, received a lot of unmerited applause as a soprano singer, when, in duplicate costume, he took the place of the actual artist, when he responded to her applause. If the trick as described above isn't clear, it is far more so than it was in the minds of the audience when it was perpetrated.

What should have been a most impressive presentation of a handsome gift to Billy Neal, chairman of the Executive Committee, was slightly marred, to speak charitably, when it was dropped at the crucial moment by the presenter. As this presenter, Carroll Merritt, after his heart-throb speech, stood looking at the shattered remains of what had once been a lovely token, the toastmaster jumped into the breach. Apologizing for the *faux-pas*, he handed Mr. Neal in a new box his own scarf pin which had been stolen from him under suspicious circumstances the evening before.

At about this time Nelson Peabody was asked to lead the congregation in song, while the orchestra was simultaneously tipped off to play discords. The result disturbed the Friends of Ireland who were dining twenty rooms away. Walter Anderton of the Quality Group proved to be a human humming bird as well as a song leader.

The speakers who followed the dinner, though their subjects were serious, added much to the world's knowledge as they spoke of many things.

"SENATOR FORD" MAKES AN ADDRESS

Senator Ford, of Kansas (we don't know who he really was yet), gave a talk on "general topics" which would have caused a sensation in the Senate. A. C. M. Azoy, Jr., of Louis C. Pedlar, Inc., told something of the interesting discoveries of Dr. John Snorr, of Edinburgh, and imitated all known and some un-

heard of human snores. Roy Dickinson, associate editor of PRINTERS' INK, spoke of history, Italian literature, and in Portuguese.

The speakers were followed by an impromptu minstrel show staged by the busy "roastmaster," a spirit visit from Mayor Hylan, impromptu speeches and more songs till the finish. One thing which we were not going to mention is this: when the "roastmaster" introduced stirringly the most popular, most intelligent and most efficient advertising manager in the Quality Group, "whose name we all know so well it is useless to mention it," six advertising managers arose as one man in response and all started speaking at once. Taking it all in all it was some dinner.

Seeks to Protect Against Stock Swindler

Posters 11x14 inches in size have been distributed among business houses of St. Louis by the Better Business Bureau warning people against bad investments. The poster says:

"Before You Invest——Investigate!

"Are your well-earned savings worth keeping?

"Then beware of the rapid-fire stock salesman, and his easy promises of making you rich quick.

"Don't put your savings into any stock or loan proposition without having it investigated.

"If you are asked to buy stock, we suggest that you turn the name of the company and salesman over to Mr. ———— in ———— department, and he will request the Better Business Bureau of St. Louis to look into it for you.

"The Better Business Bureau of the Advertising Club of St. Louis, a Bureau organized to investigate stock offerings for sale to the public, will make the investigation.

"It will cost you nothing. It may save you from serious loss."

Henry Dalmases With Chemical Company

Henry Dalmases, who during the last nine years has been export manager for Scott & Bowne, "Scott's Emulsion," Bloomfield, N. J., has been appointed export manager of the International Consolidated Chemical Corporation, New York. As export manager Mr. Dalmases will give especial attention to sales promotion and advertising in foreign fields for the various preparations controlled by the International Consolidated Chemical Corporation.

London Department Stores Amalgamated

London's department store business may pass into the control of a comparatively few big interests, if present tendencies are maintained, according to the American Chamber of Commerce in London. Big stores are reaching out and purchasing other big stores, but, it is interesting to note, propose to maintain them as separately-managed "competing" units.

In this way Harrods' are purchasing the business of Swan & Edgar, in Piccadilly Circus, having already absorbed Messrs. Dickins & Jones in Regent street. Harrods', the American Chamber points out, are already firmly entrenched in South America, where a big enterprise bearing their name in Buenos Aires has also just absorbed another large department store in that city. Again, John Barker, of High street, Kensington, has bought up Messrs. Pontings and Messrs. Derry & Toms, practically "Barkerising" the entire locality. Selfridge's, the famous "American" store bearing the name of its owner, originally a Chicagoan, is another factor in this movement.

The value of advertising as a selling force is becoming more realized in Britain, and the operations of the big stores are conducted on so vast a scale that almost any field is open to their exploitation. It recently was pointed out by the managing director of one of these interests that the big store or group of stores has the notable advantage of being able to develop the manufacturing side of its business. The more extensive the store the greater power it has to absorb the output of factories which it controls.

General Wood Advertised in Illinois

The Leonard Wood National Campaign Committee is conducting a big newspaper and poster advertising campaign throughout Illinois in an effort to capture the Republican vote at the April 13 primaries. There is a lively contest in that State between General Wood and Governor Lowden of Illinois, over the question of an instructed delegation for the Presidential nomination in the Republican National Convention. In the newspaper space and on the posters General Wood is depicted wearing civilian clothes.

Miss M. H. Simmons Forms Service Organization

Miss Minna Hall Simmons, during the last two years advertising manager of John Campbell & Co., manufacturers of aniline dyestuffs, New York, has established an advertising service organization at New York. Prior to her affiliation with John Campbell & Co., Miss Simmons was with the Blackman-Ross Co., New York.

Miss Simmons' organization will handle the account of John Campbell & Co.

What is Efficient Agency "Service?"

For one client our chief service consists in field work with his salesmen; for another our ability to devise copy which broadened a narrow market was our greatest contribution; for another our comprehensive knowledge of small-town newspapers was essential; for a fourth we advise in the purchase of new products.

What is "service" as applied to advertising agencies? Our definition of it will be found in the booklet "*How to Judge an Advertising Agency.*" A copy will be sent you on request.

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Navy Sells Surplus Supplies Direct to the People

Surplus $200,000,000 Stock Being Sold in Units That Make It Possible for Average Householder to Become a Purchaser

THE Navy has become a merchandiser on a gigantic scale, offering wares to every person in the country. With a surplus stock valued at $200,000,000 it proposes to remain a seller to the nation at large until advertising disposes of the stock.

Advertisements of what the Navy has to offer such as clothing, food, submarine chasers, household necessities, hardware, trucks, and toilet goods have already appeared.

These advertisements are written by the Advertising Agencies Corporation, New York, the co-operative organization of 116 advertising agencies. The Advertising Agencies Corporation has not only written the advertisements but has formulated the sales plan for the Navy.

This sales plan is based upon the request of the Navy that no person in the country should be excluded from the privilege of buying. The Navy made this request in order that it might aid in reducing living costs; and in order that it might keep itself free from all insinuations that any persons or groups were favored in the sale of these goods. The plan provides for the disposal of goods in units that make it possible for the householder to buy.

The advertisements direct the prospective purchaser to send his order to the nearest Navy Yard or Naval Supply Base, and request that the reader send for catalogues. Separate catalogues covering divisions of the stock such as tools, canvas, metal supplies, electrical supplies, and plumbing and bath fixtures have been prepared.

Instructions covering methods of remittance and of shipping are given in a fashion as explicit and detailed as any mail-order catalogue has ever set forth.

The appeal which the copy makes and the spirit of the campaign can be readily judged by the following quotation, taken from a full page newspaper advertisement having the physical semblance of department-store copy:

"Here is an opportunity which affects every citizen of America—every man—every woman—every child. It is an opportunity that may never come again—one of those opportunities which only a great war could have brought to you.

"The U. S. Navy has millions worth of surplus goods, part of which it is offering right here on this page direct to the people of America. The Navy believes that American citizens everywhere deserve this opportunity first. So whoever you are or wherever you are, do not put this paper down—do not turn another page until you have read about every one of the articles the Navy offers direct to you.

"If you see any article you want order it. If it is not 'in season' buy it anyway. Carry it over. You can well afford to do this at the low prices the Navy has made.

"Every article has passed the rigid inspection of Navy experts. The Navy buys only the best. You can be even more sure of quality and satisfaction than if you made your selections personally."

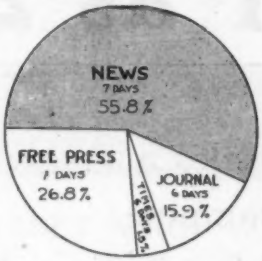
H. H. Hershey Joins Ritter Agency

H. H. Hershey is in charge of the merchandising and media departments of the Philip Ritter Co., Inc., advertising agency, New York. Mr. Hershey was formerly advertising manager of the Peruna Company, Columbus, O., and has recently been in advertising counsel work in New York.

Two New Accounts With Kobbé Agency

The advertising accounts of the Technical Products Corporation and the Hercules Engineering Company, both of New York, are now being handled by Philip Kobbé Company, Inc., New York.

Advertising Appropriations for Detroit Show Unique Reliance on The News



How advertisers apportion their appropriations for newspaper advertising in Detroit is graphically shown by the accompanying circle. The percentages are arrived at by multiplying each Detroit paper's 1919 lineage by the lowest advertising rates for that year quoted in the Standard Rate and Data Quarterly. While the appropriations cannot be estimated with exact accuracy, they are near enough to reflect the comparisons fairly.

Besides its wonderful lead in Detroit, The News was first in America in 1919 volume of advertising published. And contrasting with the leading papers of other cities The Detroit News has a uniquely uniform high position in the three great divisions of newspaper advertising. In local, national and classified its splendid records made possible The News' position of First In America in total advertising.

The Detroit News

"Always in the Lead"

The Advertiser's Exceptional Opportunity
Circulation Exceeds 240,000 daily and 225,000 Sunday

Special Notice to Advertisers

The Detroit News feels strongly the responsibility which has been placed upon all large newspapers for curtailing white paper consumption, so that a vast number of small papers may be saved from suspending publication. If the large publishers compete in the open market for the limited supply of paper available, the smaller publications will be unable to obtain paper at any price. The News has cut each issue four pages (over 10% in paper consumption) and is requesting all advertisers to limit their requirements for space, particularly those who desire full pages. All such advertisements must necessarily be reduced 50% in The Detroit News until the present white paper stringency modifies.

1 as 2

Many sales managers
don't compute
Canada's population
as 8½ or 9 million—
they double up—
counting
1 as 2
basing their
action on the
TREMENDOUS
CONSUMING
POWER
of the
Canadian
people

Prepared by SMITH, DENNE & MOORE, Ltd.

—and further
these same gentlemen
place copy in

The Daily Newspapers of Canada

because they know
that these constitute the
NATIONAL CANADIAN
ADVERTISING MEDIUM
possessing high
advertising and
Sales VALUE.

Take this matter up with your advertising agency, or direct with

City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo Herald & Mail
St. John, N. B.	52,000	Standard Telegraph & Times
Quebec, P. Q.	105,000	Le Soleil Telegraph
Montreal, P. Q.	800,000	Gazette La Patrie La Presse
Ottawa, Ont.	127,458	Citizen Journal—Dailies
London, Ont.	60,000	Advertiser Free Press
Toronto, Ont.	547,371	Mail & Empire
Winnipeg, Man.	255,000	Free Press Tribune
Regina, Sask.	35,000	Leader
Saskatoon, Sask.	24,000	Star
Calgary, Alta.	60,000	Herald
Edmonton, Alta.	55,000	Journal
Vancouver, B. C.	170,000	Sun World
Victoria, B. C.	40,000	Colonist

Advertising Agency, Toronto, Montreal

On March 27th

We move *from* 95 Madison Avenue, *to* our new offices and studios on the sixth floor of

246 Fifth Avenue

New York City

That is the building on the downtown corner of Twenty-eighth Street, on the west side.

The telephone number remains the same—Madison Square, Five-one-one.

LOUIS C. PEDLAR, *Inc.*

Counsellors in Art

The Economics of Competition

THE FLEISCHMANN COMPANY

Editor of PRINTERS' INK:

Have yours, replying to our letter in which we asked if you had any information on the subject of competition.

What we were particularly interested in was a comprehensive and yet concise statement, if possible, of competition as an economic question. That is, whether the weight of argument and experience is in favor of competition as advantageous to the ultimate consumer or whether the benevolent monopoly carries "edge."

Possibly in your archives you have some contributions on this subject that would serve to be enlightening.

WALLACE A. COOK.
Assistant Manager, Sales Promotion.

PRINTERS' INK has carried during the last few years innumerable articles and editorials dealing with the subject of competition and treating of various phases of it.

As to whether competition is advantageous to the ultimate consumer, that question cannot be properly discussed until we understand what kind of competition is meant. We assume that Mr. Cook refers to the production and sale of goods. For the sake of argument, let us assume that modern commercial competition of this kind has three departments or aspects:

1. Competition in price.
2. Competition in service.
3. Competition in quality.

As to the first phase, we have surely had sufficient lessons as to its tendency to excess and its baneful effects on both consumer and producer. Competition with an eye solely to price inevitably has the effect of leading directly to price-cutting, at the expense of both service and quality.

PRINTERS' INK some time ago quoted a story as told by Horace B. Cheney, of Cheney Brothers, silk manufacturers, relating to a silk skirt. This article was meritorious and a ready seller. A certain store placed it on sale at a reduction from its usual price. Another store did likewise at an even lower price. Before long several stores were selling the skirt to knots of bargain-seekers at 25 per cent under cost. The result was that the skirt was cleaned off the market and belated customers could get none.

Here was a case in which a comparatively few consumers benefited by the price cutting, but the rest, who thought enough of the skirt to be willing to pay the usual price for it, could not get it at all. The stores lost money by their thoughtless slashing of the price, and the manufacturers were harmed by the loss of the good will which had been built up for the skirt when consumers, finding it temporarily unobtainable, ceased to ask for it. In this incident all the parties concerned suffered damage except a few bargain grabbers. Numerous similar instances could be cited.

It cannot be said that ruthless competition in price results in any real benefit to the mass of consumers. What they gain in price they pay for in other ways. Price competition, therefore, like other good things, must be indulged in with reason.

SERVICE COMPETITION MAY OVER-EXTEND ITSELF

Now as to the second point. Service costs money. It adds to the cost of goods. Therefore the selling price must be raised. If competition in service is extravagantly carried out, consumers, though it may save them trouble and inconvenience, will eventually find themselves paying for a service a charge that is altogether disproportionate to the value of the goods. The result is an economic waste, which adds another notch to the cost of living.

The department-store wagon which travels three miles to deliver a spool of thread is a classic example. The woman who obtains this delivery service may fancy that she is deriving a benefit, and she is—on the spool of thread—but she pays for it when she later orders a sewing machine and a refrigerator. So we see that service competition also must be conducted with reason.

It might be said, therefore, that it is competition in quality which most benefits the consumer.

Goods can scarcely be made too well, and goods so made are worth paying any reasonable price for. If producers in general labored with an eye solely to quality, there would be less economic waste in the world. Competition in quality everywhere would result in proud manufacturers, pleased workmen, and satisfied customers. One weakness of our industrial system lies in the fact that so many goods are made not so much to be used as to be sold. Consumers have been talked to too much about price, and not enough about quality. There is an educational opportunity here which has not been made the most of.

Now, in discussing "benevolent monopoly" we are at a disadvantage, because we have yet to see a benevolent monopoly in full fruitage. We have few absolute monopolies of any kind. The Standard Oil Co. was supposed to be able to hold the oil industry of the country in an exclusive grip, but it has not yet rid the field of independents by any means. Its only approach toward monopoly has been in the field of distribution. In production it still has many rivals. The United Cigar Stores have not driven out the small dealers by a long shot.

We have recently had an example of an alleged attempted monopoly in foods like butter. Butter a few weeks ago was said to be absolutely in the hands of a few interests. The price climbed and climbed till it reached a certain point. As soon as it had done so, a shipload of butter was sent from Denmark and its arrival in New York broke the market.

Food would be one of the most difficult of all commodities to monopolize, beneficently or otherwise. It arises from so many different sources and is marketable in so many guises. It comes from the land, and the land can be made to produce a thousand different kinds of food. If a monopoly is attempted in one kind, consumers can easily switch to another.

From time to time there have been charges that milk has fallen into the hands of monopolies, with consequent demands for State or municipal confiscation or control. But the charges as to monopoly have concerned the distribution end alone. No one has yet attempted a monopoly in milk production, and while the production remains free and competitive, the public seems to feel that new avenues of distribution can always be worked out if necessary.

THE PRESENT TREND

The modern tendency seems to be away from extreme competition and in the direction of some form of co-operation which will do away with the worst features of excessive competition while preserving the good in it. The California raisin growers are an example. Through their association they have eliminated selfish competition in its extreme aspects and yet have so stabilized the market as to make prices reasonable for consumers.

Monopoly, though it seems to reign supreme for a while, eventually gives rise to its own checks and balances. If it dares to raise prices too high, it automatically creates its own rivals, and competition is thus set up anew.

But it is obvious that competition cannot be allowed to go too far. If the telephone field, for example, were entirely open to competition, we might have twenty-three different companies in one city all bidding for business. It would thus become necessary for every business man to have twenty-three different telephones in his office in order to reach all subscribers. Such a situation would be absurd and impossible. Public opinion and economic forces have therefore decreed that the telephone industry should be a monopoly, kept in a state of benevolency by some form of State supervision or control.

We have had an opposing example in the case of the railroads. Theoretically, the argument was all on the side of Government-controlled monopoly, but now that

No A. B. C. in South America—yet

So LA NACION has done the next best thing —engaged a real Yankee circulation manager,— J. A. McNeil, of Bridgeport, Conn., who was first president of the New England Association of Circulation Managers.

LA NACION'S circulation is no uncertain quantity or quality; its books are wide open to advertisers or their authorized agents.

LA NACION is built editorially to interest the man of large affairs and its circulation department reaches those men through more than eleven hundred selling agents in as many different communities in Argentina and Uruguay.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Building, Boston

the war emergency is over public opinion has sent the roads back into competitive hands, with a demand for better service than that rendered by the monopoly.

The conclusion seems to be that the public will endure monopoly only when the proper service and quality is kept. Many economists argue that competition can end only in monopoly, but we have just seen that apparently monopoly ends only in competition again. So there you are.—[*Ed.* PRINTERS' INK.

Advertising Acts As Foreign Salesman in Arabia

"ADVERTISEMENTS carried in American periodicals have a considerable selling power in the Red Sea commercial district," says Addison E. Southard, Consul at Aden. "The American consulate at Aden has many requests from both Europeans and natives who can read or understand English for the loan of all the American periodicals which it has to spare. These periodicals are wanted more for their advertisements than for the general reading matter which they contain. People who ask for them say that they get real enjoyment from reading American advertisements because of the very attractive way in which they are planned and printed. Several local business men have informed this consulate of ideas relative to the good qualities and adaptability of special American products to trade demands in the Red Sea commercial district which they have obtained from reading advertisements in American periodicals borrowed from the consulate. Among the general lines mentioned in which they have become interested in this way are automobiles and accessories, tools and other general hardware items, tinned fruits, and toilet articles.

"For example, a prominent business man in this district borrows from the consulate copies of a popular American weekly. He recently found in this periodical an advertisement of a lens for automobile lamps which reduces the glare. He promptly obtained by mail three sets for himself and recommended them to a dealer who has stated his intention of ordering a hundred or more sets of this lens.

"Although advertisements usually result at first only in a mail-order, the articles so ordered will, if satisfactory, establish a demand. Red Sea trading communities are small, and when one person or firm finds pleasing an article which has been obtained from abroad the entire community usually knows it very soon and additional orders thus result.

"The Red Sea commercial district has neither newspapers nor other periodicals of its own, and the people depend for their periodical literature upon outside sources. There are no libraries or other centres where periodicals are accessible to the general public, and the many who cannot afford to subscribe for foreign publications depend upon borrowing from the few who are subscribers. Hence most of the periodicals that do reach the district, some parts of which are comparatively isolated, pass through many hands and are often read from cover to cover. This fact, taken with the further established fact that American advertisements are generally conceded the most attractive and interesting to be found, gives especial value to the advertisers in such American periodicals as reach this district."

Barrett Company's Profits Exceed Two Millions

The Barrett Company, "Tarvia" paving pitch, coal-tar products, chemicals, etc., New York, reports for the year ended December 31, 1919, net profits, after all charges and Federal taxes, of $2,232,988.

E. R. McBride With Farrar Agency

E. R. McBride, who has been engaged in advertising service work in Pittsburgh, is now with the Farrar Advertising Co., Pittsburgh, as a member of its copy staff.

Counsel, Art and Typography
for Advertisers

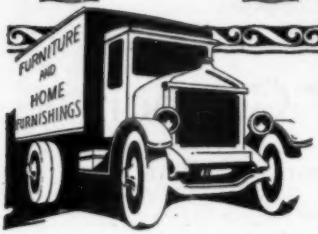
Bertsch & Cooper

When an illustrator says, "This space will be occupied by type," the advertiser has a right to ask: "How do I know that I can say in it what I want to say, in the size of type I ought to use? Why not let me *see* the type in the space before it is too late to change the space?"

Why not, indeed! It is illogical and wasteful to decide upon a type space by mere whim or guesswork. The illustrator and the typographer can and should work together, and because we work in that way we are able to submit an absolutely definite showing of an advertisement before any part is finished.

59 EAST VAN BUREN STREET
CHICAGO

T R U



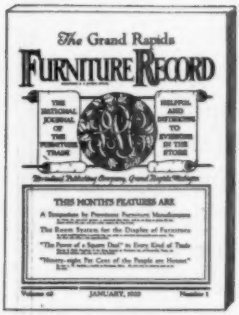
for Reducing the Overhead

The truck plays an important part in the business of the retailer of home needs and furnishings.

Originally forced upon the merchant through competitive service and advertising value, trucks have reduced overhead by increasing the volume of business through widening the business area. A city business has been extended twenty to forty miles in the country, reaching America's richest citizens of today—the farmer. Thus not only has the farmer been improved but a reduction in operating cost has been effected.

The truck, therefore, is a necessary part of equipment of the home furnishing merchant and every one of the nation's 30,000 retailers in this field are thoroughly sold on its many economics and advantages.

If you are making a truck which the furniture merchant can use in his business—and this includes everything from a one-tonner up—tell the furniture merchants of the country WHY they should buy YOUR truck through the GRAND RAPIDS FURNITURE RECORD.


The Grand Rapids
FURNITURE RECORD
THE EDITORIAL JOURNAL OF THE FURNITURE TRADE
HELPFUL AND INSTRUCTIVE TO EVERYONE IN THE STORE
Periodical Publishing Company, Grand Rapids, Michigan
THIS MONTH'S FEATURES ARE
JANUARY, 1920

Member A. B. C.
Member Associated Business Papers

Write for Facts

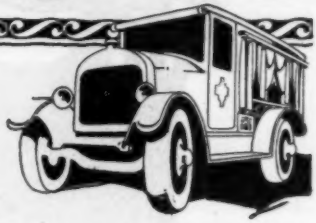
PERIODICAL PUBLISHING COMPANY
Grand Rapids, Mich.

The Grand Rapids Furniture Record

A paper with true dealer influence

C K S

for
Improving the Service

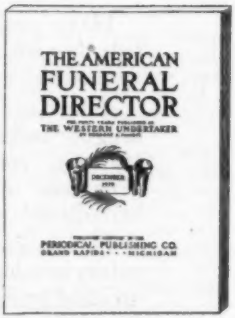


A few years ago automobile funerals were a rarity. Today a horse-drawn hearse is the exception.

The funeral director knows that his horse-drawn equipage is passe. He knows that the motor-driven hearse will greatly improve his service and give him prestige, but the field is by no means covered.

The funeral director wants a machine that will give him faithful service at any hour of the day or night, in any kind of weather and over all sorts of roads. Few funeral directors are sold on any one make. Most of them are unprejudiced and are open to conviction. They are motor shopping today. Their business has grown to demand motor equipment.

Naturally, when in search of a product in this line they turn to their usual source of information, to the one paper which stands today a standard of practise to their profession, the AMERICAN FUNERAL DIRECTOR.



Write for Facts

PERIODICAL PUBLISHING COMPANY
Grand Rapids, Mich.

Member A. B. C.
Member Associated Business Papers

THE AMERICAN
FUNERAL
DIRECTOR



Will a woman read a broadside?

Have you ever thought of using a broadside for an advertising message directed to women?

Think of the opportunity for fine art work, bigger fashion figures, poster style illustrations, color harmony, and richness of ornament made possible by the size of a broadside!

Hammermill Cover offers a wide variety of color, in addition to crispness, toughness, and an ideal printing surface. For Demonstration Portfolio, write Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

The Advertising Tax—How It Would Penalize American Business

By Taxing the Tools of Production It Would Hinder Progress and Ultimately Defeat Its Own Purpose

By John Sullivan

Secretary, Association of National Advertisers, Inc.

THE people of the United States have been called—by one of themselves—a nation of "economic illiterates," and the bill introduced in the House by Representative Thompson is definite evidence that the indictment is correct and justified. Not only does the bill display ignorance of the function of a fundamental force in commerce, but also ignorance of the principles of taxation, and, apparently, inability to appreciate that each purpose of the bill must inevitably defeat the other.

The purposes are to produce revenue for the Government of the United States and to bring about reduction in the consumption of paper by publishers. The reduction is to be accomplished by taxation of money spent for display advertising. If the reduction is satisfactorily accomplished the revenue may be less than the cost of administration; if a satisfactory amount of revenue is obtained, there'll be little or no saving in paper.

The provisions of the bill are not to apply to newspapers of less than 5,000 circulation, and so a very large amount of taxable advertising expenditure will be eliminated; to say nothing of the fact that this particular understanding discriminates between classes of business—the big business class (in which initiative and enterprise have been conspicuous) and the little business class (kept little by circumstances, and, to a greater or less extent, not so conspicuous for initiative and enterprise).

Then the bill will duplicate taxation, inasmuch as the manufacturer will pay taxes on the money he uses in promoting business, and again—in income taxes—on the proceeds of that promotion. The Federal Government wants revenue from income taxes, and this bill proposes to prevent the Government from accomplishing its purpose by stopping the manufacturer from spending the money that produces income; he proposes that the Government should tax itself.

FUNDAMENTAL REASONS FOR PRESENT ADVERTISING VOLUME

There have been very definite reasons for the increased volume of advertising during the past year, and these reasons are of a positive character. Among them are the following:

1. The necessity for manufacturers quickly to re-establish communication with their markets when the war ended. During the period of the war there had been a decrease in advertising activity, and many manufacturers and other sellers of merchandise had taken considerable risk with the good will built up in previous years. Good will is the very sap and life of business, and without it there would be very little fruit. But factory capacity was devoted to supplying munitions of war, and the regular markets were neglected. The great problem facing manufacturers during the war was that of re-establishing after the war their communications and the continuity of their good will. Advertising was the only method quickly available for mass re-communication. It should be remembered, by the way, that, instead of advertising their own

products during the war, many manufacturers and merchants gave publication space for the use of the Government; an entirely uneconomic proceeding; but the Government would not appropriate money for advertising war activities and needs, and Liberty Bonds had to be sold and charitable funds secured. But, of course, all that generous and intelligent patriotism is now forgotten.

2. By and large, manufacturing capacity doubled during the war, and, with this increased manufacturing capacity, manufacturers turned to making new products; and, in the case of advertising manufacturers of long standing, the marketing of the new products by means of advertising was inevitable and consequential and logical; why use relatively expensive methods of selling new products after having learned, with the long-established products, of an economical method—advertising? Perhaps, however, these manufacturers should have torn down their new buildings or have left them standing empty!

3. Much capital was expended during the war in erecting plants specifically for the making of munitions by new companies. In these cases, also, when the war ended, the companies, wishing further to cash in on their original investment, commenced making peace products, and, of course, began to create markets by advertising.

4. As a result of the demonstration of the power of advertising in selling Liberty Bonds, etc., firms that had not hitherto done so, turned to the advertising method of marketing their goods.

5. The Army and Navy departments, from their association with the U. S. Committee on Public Information, Division of Advertising, learned what advertising would do, and used a great deal of space to do it.

6. There has, of necessity, been a great deal of advertising for the amelioration of industrial labor relations. The bringing of many details of these relations to the public attention is, without a doubt, responsible to a large extent for the better understanding that now exists.

7. There has been considerable co-operative industrial advertising, i. e., by groups of industries, in order to stimulate buying activity and so keep the plants running and the workmen employed. By the way, in the first months that followed the signing of the armistice, there was a pretty general indisposition to buy, chiefly because of the expectation that prices would decline. The Government took a hand in the matter, and the Department of Labor, in particular, urged an early resumption of advertising activity in order to stimulate buying. Representatives of the Department—some of them detached from the War Department—traveled the country, attended conventions of manufacturers at which they carried on the urging, and also bedeviled manufacturers and associations of manufacturers to donate space for the use of the Government to do some more urging. These requests, incidentally, were consistently refused. Probably the manufacturers who had learned how to use advertising space in marketing goods were unwilling to allow less competent and responsible factors to do their business for them.

The average administrative, official and political mind is woefully deficient in knowledge of the principles of business, particularly the marketing function of business—advertising and selling. It thinks of advertising especially as a luxury, a fad, not as a fundamental merchandising function. It does not think of advertising and selling costs as prime business costs. It does appreciate that there must be production costs, but it cannot see that advertising costs are also actually production costs. The meaning of the word *produce* is "to lead or bring forward." It is, of course, difficult for minds accustomed to traditional or abbreviated meanings of words to appreciate their true significance or to imagine that there can be any other significance than that which they know. And then, like the old

(*Continued on page 111*)

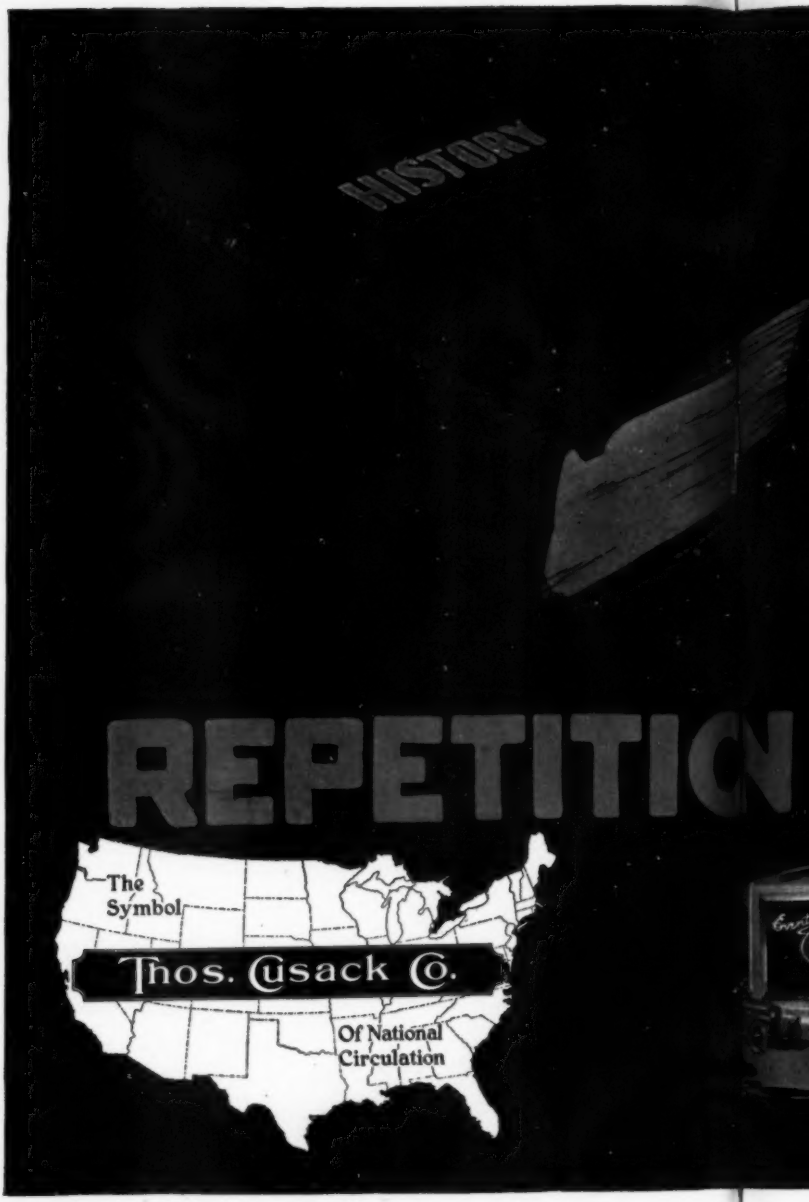


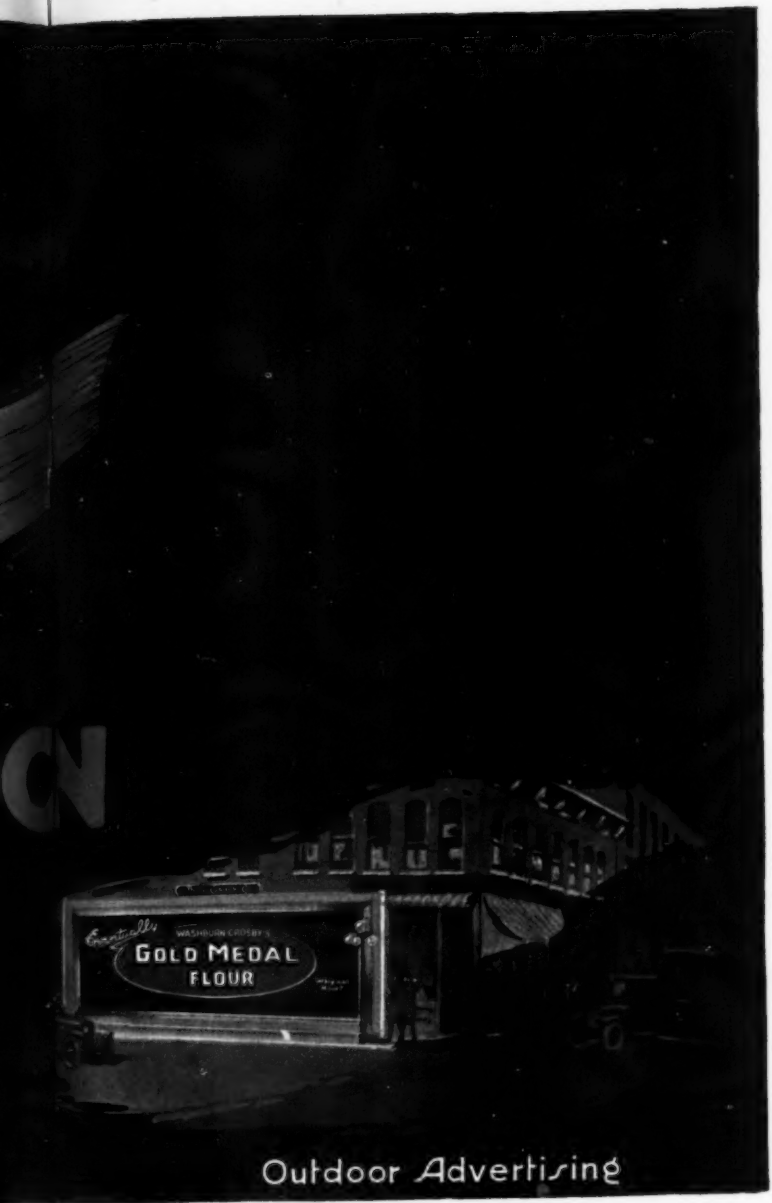
It's like having an electrotyping plant of your own, without the bother and expense, to turn your work over to us. Your job gets the same interested attention you would try to give it, if you had nothing else to do, and we fit into your organization, after a few jobs, like a piece of it. But the important thing, of course, is the quality of work we do.

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal St., Chicago


HISTORY
REPETITION
The Symbol
Thos. Cusack Co.
Of National Circulation



Outdoor Advertising


Big Men
and
MOTOR
Willys-Overland, Inc.
I consider Motor one of the really interesting and constructive automobile publications of the present time. It is doing a great deal of good.
John N. Willys
Building Overlands

economists, when they think of merchandise they think of staples, in the distribution of which advertising has had small part. They do not realize that we have, in a very large measure, passed from the agricultural to an industrial age—a manufacturing age. Markets have to be created for manufactured goods, and, since a market implies a mass of people, the most economical sales method of selling the mass is that of advertising.

The old idea of the production of goods was production to a point behind the factory gates. On the contrary, they have to be produced—led or brought forward—to points outside the factory gates. The goods do not sell themselves. The production cost, then, of merchandise is truly the sum of the costs. The advertising and selling costs are prime business costs, not costs that are optional. As surely as the money spent in manufacturing represents the tools employed in manufacturing, so does the money spent in advertising and selling represent the tools of distribution. And in every civilized country it is understood that the workman's tools must not be distrained upon in case of distress. And distress can be national as well as individual, as everyone knows. It is an obvious fallacy to tax money used in the promotion of business to produce taxable revenue.

These are elementary matters, but in the present state of the administrative, official or political mind it is constantly necessary to restate elementaries. Suppose we reduce consideration of Mr. Thompson's bill to the simplest terms: Mr. Thompson has, let us say, a store in his home town, and he employs a salesman to cover those parts of the town outside the immediate neighborhood of the store. The Government wants to discourage the use of salesmen and imposes a tax. Mr. Thompson fires his salesman: that is what the Government wants him to do. Inevitably his sales drop in volume, and therefore his income, and therefore his amount of income tax. The Government gets less money. Mr. Thompson has less money to spend in his town to the benefit of the town, and may be forced out of business, in which case his value to the country as a source of taxable revenue is removed or much diminished. Not only that, but an important factor in distribution—the salesman—is eliminated; and another distribution factor, the store, either vanishes or has its capacity and efficiency lessened—to the detriment, inconvenience, or even deprivation of a number of people.

Wouldn't the economic foolishness of the Government in taxing Mr. Thompson's method of selling his store goods be readily apparent to Mr. Thompson? Think of advertising as a salesman—a mass salesman—an even more effective and economical method of selling goods than the personal salesman—and the economic foolishness of taxing advertising expenditure to prevent such expenditure is just as apparent.

There is a very important consideration that cannot have occurred to the framer of this bill: the bill discriminates against the manufacturer who must employ advertising in the promotion of his business in favor of the manufacturer who uses little or no advertising. The latter markets a high-priced specialty which is used by only a limited number of people; that is, its use is not universal. He, of course, employs a number of salesmen, and he expends very little money on advertising, or none at all; unless he has marketing vision, in which case he would be penalized by the terms of Mr. Thompson's bill.

The other manufacturer makes an article which has universal or prospectively universal demand. If he were to employ salesmen he would have a sales expense of $120,000 (I am instancing an actual case), and he could not begin to employ sufficient men to cover his market, even if the expense were not prohibitive. So he spends money on advertising to the amount of $80,000 a year. This manufacturer is penalized for his correct and economical method of doing business, and if he used

salesmen instead of advertising, he would be compelled to charge the public 50 per cent more money for his article, which they want and use daily.

So we see that this bill proposes, not to tax advertising expenditure, *but actually to tax a method of promoting business.* Of course the introducer of the bill wouldn't think of taxing the cost of the personal method of selling. But the other method—the mass method—is new; therefore he does not understand it; therefore it is unnecessary, or can be dispensed with.

To be just a little elementary again—what part does advertising play in manufacturing and the cost of manufacturing? The cost of manufacturing depends on the demand. If the demand cannot be created, the process of manufacturing cannot be standardized. If the manufacturing cannot be standardized, the goods cannot be sold at a price within the purchasing range of the market. Why can a manufacturer venture upon standardized quantity production? Because the use of advertising in opening up or creating a market assures an outlet for the merchandise. Moreover, the market is stabilized, and therefore the operation and output of the factory are constant, and the workmen work full time and get maximum wages, unlike the coal miner, who may get good money while he is working, but who does not work all the time because the market is not constant; although it is probable it could be made so if mine operators had marketing brains. But, then, if they had, and made them work, Mr. Thompson's bill would penalize them.

Standardized quantity production necessarily means standardized quality production and price stability. Make advertising impossible and you also make impossible standardized quantity and quality and price stability; make price stability impossible, and you remove checks to profiteering. It was not the advertised goods that advanced promptly in price nearly three years ago, when we went into the war. The unadvertised goods advanced immediately and considerably. There was no check. How can anyone identify a certain price with goods not branded?

And not only are prices stabilized by advertising. The cost of manufacturing is reduced. To mention instances of such reduction with corresponding benefit to the purchaser would take an article in itself. PRINTERS' INK has the facts, and they should be retold at this time. An article on the subject should contain also information as to percentages of advertising cost to sales. The majority of national advertisers spend less than five per cent—in many cases as low as two-and-a-half and three per cent. And they are probably spending no higher percentages to-day than before the war. Even if they were the only significance would be that manufacturers had found it necessary to increase their sales effort, a step frequently compelled even in normal times, when a percentage of 3 per cent or 4 per cent of advertising expenditure may be jumped to 7 per cent or 8 per cent. In spite of the general understanding that the market has been a seller's market, the need for the recovery of good will was pressing; also the need for taking no chances with the buyer in view of the war restrictions preached to him and enhanced manufacturing capacity; and the absolute need for keeping the factories running full time and the men employed.

To conclude, if one of Representative Thompson's objects in framing this bill is to divert advertising patronage into the papers of less than 5,000 circulation, he is very likely to be disappointed. Manufacturers do not spend money for advertising to save ten per cent of the amount spent, but to maintain or extend a market for their products. Business goes where business is to be obtained in large measure. A city of 500,000 families has, therefore, a prior call for marketing effort as against a town of less than 2,000 families, like Defiance, Ohio, where Mr. Thompson publishes the Defiance *Express*, which has a circulation of less than 2,000.

THAT the consolidation of The Sun and New York Herald has entirely changed the advertising situation in New York and brought into this field a big dominating quality-quantity advertising medium that demands recognition is clearly illustrated by Evening Post figures for February which place

The Sun
AND THE NEW YORK HERALD

second in number of lines Display Advertising among all New York Morning Newspapers. Same month last year the Herald was fourth and The Sun sixth.

The Display Advertising lineage of The Sun and New York Herald for February, 1920, was greater than the combined advertising lineage of the two papers for the same month last year—a remarkable showing when the duplication of advertisers in the two former papers is considered.

NET PAID CIRCULATION

IN EXCESS OF 200,000



THE EGYPTIAN in Cairo is as much your customer as the merchant across the street. He might be sending you substantial orders NOW, but—

HE DOESN'T KNOW YOUR ADDRESS

Tell it to him—place your sales story before the merchant in Egypt and in every other commercial center of the world. Advertise in the AMERICAN EXPORTER, which for 43 years has been the world's largest export medium.

To facilitate quick reference, our advertising pages are divided into 18 distinct sections, making practically 18 different trade papers. The AMERICAN EXPORTER is referred to in the course of the year by more than 200,000 foreign buyers who regard it as an authoritative buyers' guide of American made goods.

Our 4 editions every month reach the business centers from South America to the Far East. Issued in the leading commercial languages, English, Spanish,

French and Portuguese, the advertisements speak to the foreigner in a tongue that he can understand.

The AMERICAN EXPORTER offers you more than publicity. Our Foreign Trade Service includes practical assistance and helpful suggestions as applied to your particular overseas problem.

Don't let your outlook be narrowed by the boundaries of your own country. Benefit now by export advertising as our 1,400 clients are doing. Write us for further particulars.

AMERICAN EXPORTER
17 Battery Place, New York



The World

What Co-operation Do You Give In Return For Dealer Co-operation?

Store cellars are piled high with beautiful Dealer-Helps that are not making money for either dealer or manufacturer *because* they were made to the specifications of the manufacturer *and not* of the dealer.

Analagously, when preparing *the greatest of all dealer-helps*, Advertising, why must the nationally-minded manufacturer insist on planning so expansively for the little retailer with a local mind cramped by the narrow walls of a local business and of a correspondingly local vision!

Retail merchants do not warm up to vast (but diffuse) programs of advertising covering ALL-AMERICA like melted butter spread thin.

The most effective method of advertising *to the trade:* the most effective form of co-operating with the dealer: the surest way to secure dealer co-operation is to ADVERTISE IN THE RETAILER'S OWN FAVORITE LOCAL NEWSPAPER.

In New York Territory the newspapers with both consumer *and* dealer readers are *The World,* Morning and Sunday, and *The Evening World.*

Write for our booklets, "How Newspapers in 'The States' Help Get a New Product Into the Shops", and "Establishing a Trade-Mark in America".

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Raising the Funds for the Association Campaign

Details of How Trade Organizations in Every Line Are Financing Themselves

By C. H. Rohrbach and John Allen Murphy

IN one of our large cities is a stately old street that at one time composed the heart of the shopping district. In recent years, however, the retail section has been moving toward another part of town. Many of the fine, dignified stores that for years have been gracing the old thoroughfare have refused to give up their established locations and move to the new centre. Their reputations are so firmly reared that they are still able to retain a goodly portion of their former generous patronage.

These merchants realize, nevertheless, that their unfavorable location will gradually eliminate them from the minds of the city's shoppers, unless they can in some way keep before the people of that community the many advantages which they have to offer buyers, in spite of the location.

It is obviously a situation where co-operative advertising would help. The merchants, themselves, believe that a strong association campaign would sell the street to the city. It has done so in other cities. Time and again, these retailers have agreed to participate in a co-operative drive, but so far no advertising has appeared. Every time a meeting is called to consider a plan, it breaks up in a wrangle because they are unable to agree as to how the advertising is to be financed.

Every conceivable method of raising funds has been suggested, but there is always some objection. One plan that came near going through was to assess the various merchants on the basis of their floor space, but this raised the point that business on one side of the street was considerably better than on the other. The logical suggestion that the funds be raised by taxing the annual sales of the stores fell through because several retailers refused to disclose their sales. Thus the wrangling goes on. The chances are that these merchants will never advertise co-operatively.

The situation depicted is a fairly common one. The matter of raising the funds is a rock on which many proposed association campaigns go to pieces. At the present time there are probably no less than fifty campaigns of this nature held up because of the difficulty of financing them. It seems to be the hardest thing in the world for many business men to believe that they will receive as much benefit from co-operative advertising as will their competitors. They are willing to contribute to the common fund, provided only that the other fellow will raise their "ante."

SECURING ADVERTISING FUNDS

Once an equitable scheme for gathering the funds has been worked out and all contributing members have been satisfied that it is fair, the hardest task in getting an association to advertise has been accomplished. We can, therefore, make no more important contribution to the cause than to tell how some of the most successful co-operative campaigns have been financed. The financing of the ordinary work of an association is not a hard task. The amount of money required for this purpose is comparatively small, and is usually raised through regular membership dues. It is only when the association expands its activities to the extent of engaging in co-operative advertising that the size of the organization's bank balance becomes a source of anxiety. Since more and more commercial organizations are going in for advertising,

the subject of association financing is indeed a timely topic.

In financing as in so many other respects, the California growers' associations have been blazing trails in co-operative work. The California Fruit Growers' Exchange, which has been a pioneer in doing continued co-operative advertising on a large scale, raises its funds through an automatic assessment. During its last fiscal year the advertising cost was two and a half cents a box for oranges and four cents for lemons. The orange appropriation for the current fiscal year continues at two and one-half cents. This supposes a production of 30,000 carloads, but should the crop be larger the fund will automatically increase. The lemon assessment was increased from four to six cents a box, thus providing a fund of $200,000. These appropriations are subject to revision in case of climatic disaster.

Many associations have found that it is comparatively easy to get funds for an initial advertising campaign, but that it is difficult to get more money for the continuance of the campaign. The more successful growers have not seriously encountered this trouble because they are usually able to show in black and white how well the advertising has done its work. The advertising of the California Fruit Growers, for example, is so unmistakably profitable that no one could doubt it. In explaining why, G. Harold Powell, the guiding genius of the Exchange, recently said:

"In 1919, the Exchange growers sold seventy-five million dollars' worth of citrus fruits to the wholesale trade. The cost of the Exchange, including that of the District Exchange sales service, was 5.2 cents per box, or 1.04 per cent of the delivered value. In addition, there was invested in national advertising and trade promotion one-half million dollars, making a total sales and advertising expense of 1.62 per cent of the delivered value of the fruit. Due to the increased volume of business handled, the Exchange selling cost, including advertising, was lower in 1919 than ten years ago."

Despite the fact that in nearly every line the cost of doing business has increased enormously, this co-operative campaign has steadily decreased the expense of marketing citrus fruits. In fact, the figure mentioned is claimed to be the lowest known marketing cost of any perishable food. For that matter the figure comes pretty near to being a low record for any product in any line.

But we must not devote too much space in these articles to the growers' associations. The parallel between them and manufacturers' associations is not close. We refer to the growers occasionally only because of their stimulating influence on the co-operative effort of manufacturers. The problem of the manufacturers is essentially different. There is no essential competition between the growers that are members of the farmers' associations. There is very real competition between the manufacturers in an association. It is this competition that causes most of the perplexities that come up when manufacturers attempt to co-operate either for advertising or other purposes.

PRO-RATED ACCORDING TO BUSINESS TRANSACTED

But these perplexities are being overcome in various ingenious ways, as the following catalogue of methods will demonstrate.

Many trade associations, especially if operating under the "open price" plan, apportion both their operating and advertising expenses on the basis of the volume of business reported by the members. Usually the members remit monthly or quarterly on some fixed basis and then once or twice a year the volume of business reported is tabulated and percentages of each member for the year or half year are figured. The actual expenses of the association for the same period are ascertained, and each member is charged with the percentage of the expense that his own volume

AN ANNOUNCEMENT

Beginning Saturday, May 1st, 1920, in addition to its present Main News, Financial, Magazine and Book Sections, The Evening Post will publish as an added supplement each week, a

Saturday Graphic Section

Photographic news can be presented twenty-four hours ahead of Sunday graphics—

And Saturday night—that home evening of the week—is undeniably ours.

Eight pages in Rotogravure—printed on super-calendered paper Local, National and International Society and Sports are to be featured.

The Best of Pictures
Superior Printing
A Quality Audience

New York Evening Post

bears to the total volume. He is then called upon to remit the difference between the amount actually contributed and the amount owed, or is given a refund, as the case may be.

In industries where one concern may be doing a considerable proportion of the business, this plan compels it to bear the brunt of the expense of operating the association. It is open to question whether the relative value of the work to this member is so great as to justify his shouldering this relatively large burden. Moreover, this plan tends to the suspicion of undue influence on the part of this member.

On the other hand, under this plan small members in these associations, which in many cases meet monthly and often include in their budgets provisions to pay the traveling and hotel expenses of the members in attending the meetings, sometimes draw out of these associations in the shape of reimbursements for such meeting expenses, more than they pay in.

This situation has been recognized in some associations which have provided for maximum and minimum assessments. Minimums have been specified ranging from $100 to $600 a year, and maximum assessments for any one member not to be more than 20 per cent of the total operating expenses of the association for any one year.

A plan of prorating expenses similar to that in use by the Metal Trades Associations, and which is based upon numbers of factory employees, has proved very satisfactory in the National Association of Steel Furniture Manufacturers, according to its secretary, Eric W. Kath. The members report at the beginning of each quarter the number of employees, productive and non-productive stated separately, in the several shop offices and departments devoted to the manufacture of steel furniture. In turn the secretary ascertains the per capita quarterly assessment on total number of employees reported by all members and bills them accordingly, accompanying each bill with a memorandum showing the number of employees reported and the assessment charged against each member.

DISLIKED BEING UNDERRATED

A rather amusing experience in connection with the adoption of a classification plan is related by the secretary of one association whose members were unwilling to disclose the amount of business they transacted. In the absence of this information, the secretary listed them to the best of his ability and sent to each member a copy of the entire classification. Smith was nettled to learn that he was reputed to be doing less business than Brown, and promptly requested to be placed in the higher class. Jones took pride in informing the secretary that he was doing over a half million a year, and would the secretary please rate him up another notch? And so it went on. They were just as keen in advancing their standing on that list as the average business man is in getting rated in Dun's or Bradstreet's, and the association's treasury benefited accordingly.

The manager of one association, having about fourteen or fifteen members, has an arrangement whereby he collects monthly an amount equal to one per cent of each member's sales during the preceding month. From this he pays all the usual expenses of such an organization, including the traveling expenses of one representative from each member to attend the monthly meetings, the remainder being the manager's personal remuneration.

A commissioner, who has charge of several associations, names a lump sum to cover his services, and including what might be termed the fixed operating expenses of an association, that is, office rent, use of furniture and fixtures, telephone, and hire of clerks and stenographers. The variable expenses, such as stationery, printing, postage, telegrams, traveling, cost of holding meetings, and other matters, are billed to the association each

(*Continued on page 125*)

84 7/10 % GAIN

The advertising lineage definitely scheduled on March 11th for insertion in the June to December 1920 issues (inclusive) of Today's Housewife showed an increase of 84 7/10 per cent over the lineage scheduled on March 11th of *last* year for insertion in the June to December issues of *1919*. (We have no "reservations" or "rate holding" contracts).

The lineage increase in the March, April and May issues of this year *alone* almost equals the gain for the *entire year of 1919*.

Advertisers are more and more recognizing that the unusually adequate manner in which Today's *serves its readers* is but a reflection of the unusually adequate manner in which it can also *serve them*.

Today's Housewife

A SERVICE MAGAZINE

J. B. HERSHEY,
Western Adv. Manager,
Peoples Gas Bldg.,
Chicago.

RUFUS FRENCH, INC.,
Eastern Adv. Manager,
1133 Broadway,
New York.

CHARLES DORR,
New England Manager,
6 Beacon Street,
Boston.

"Spread Out!

The history of thousands of American businesses is that they began by doing business in the territory near their factories and ended by doing a national business.

And that is the ambition cherished by nearly all business men who have not yet achieved national distribution.

It is getting easier of accomplishment every year. The country is more closely knitted together. That tendency was progressing rapidly before the war, and the war gave it a great impetus.

Never was America so truly a nation! You seldom hear the Mason and Dixon line mentioned any more. And the hard and fast distinction between East and West is disappearing.

A business that can be successful in one territory can, by the same methods, extend its success everywhere. There are many brands of

SPENCER, IND.
Farm Life

It's Easy Now"

all sorts of utilities that are known in every household in all parts of the country. They are equally appreciated everywhere.

Farm Life, the All American farm paper, is the medium best adapted to this modern business situation for the reason that it has the most national of farm paper circulations, paralleling the distribution of American farms and American farm income.

It is the paper for the business man who finds his nearby market saturated and incapable of further development, and for all those far-sighted men with man-sized ideas, who are not going to be satisfied short of national success.

THE FARM LIFE PUBLISHING COMPANY

THE JOHN M. BRANHAM COMPANY
Advertising Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.
Farm Life

To the Readers of PRINTERS' INK:

Advertising men invariably are interested in every issue of LIFE because it is the exponent of more new thoughts, pictorial and text, than any publication.

This is the reason for its high power reader interest and high power advertising value as proven by results advertisers receive from LIFE.

Readers who not only believe in LIFE but have the means if you have the merchandise.

Can we offer more?

Watch LIFE!

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

month as additional charges to the fixed allowance.

The American Gas Association, with a company membership of about 325 gas companies, 175 manufacturers of gas appliances and apparatus and an active membership of about 1,800 individuals employed in the business, has organized its activities into five sections, namely: Accounting, Advertising and Publicity, Commercial, Technical and Manufacturers' Sections. Active members have the option of joining one or more of these sections, on the following basis of dues:

Five dollars per year for membership in one section; $7 for membership in two sections; $9 for membership in three sections and $1 for membership in each additional section. These rates apply only to those in the employ of company members and all other active members pay $15 yearly, which confers registration in all sections.

Gas companies pay nominal dues of $10 yearly, plus 1-30 of one per cent of the annual gross sales of gas, up to and including $2,000,000, and 1-50 of one per cent for gross sales over that amount.

Manufacturer companies pay on the basis of gross annual revenue derived from the gas business under the following schedule:

Class	*Gross Annual Revenue*	*Annual Dues*
A	Under $50,000	$30
B	$50 000 to $250 000	$100
C	$250,000 to $750.000	$200
D	$750,000 to $1.500,000	$300
E	Over $1,500,000	$500

The Society for Electrical Development collects its funds on a somewhat similar basis, the schedule being 1-15 of one per cent of the gross annual sales for the manufacturers of electrical devices and central stations, and 1-20 of one per cent of the gross sales of jobbers, dealers and contractors.

The plan of the Portland Cement Association contains an unusual method of expanding locally the funds available. H. Colin Campbell, director of the Editorial and Advertising Bureau, tells of it in these words:

"Expenses of the association are defrayed by dues paid by the members in accordance with the constitution and by-laws. These dues are based on each particular member's annual production, the barrel of cement being the unit on which the members assess themselves. Expenditures of association revenues so derived are directed by a board of directors which annually provides a budget that is divided into amounts sufficient, in the estimate of the board of directors, for each particular headquarters department. Certain additional funds may be provided if the members agree among themselves to raise them for more intensive promotional endeavor in the various districts in which certain members or groups of members are interested. In other words, those who want more benefits than the equitable national distribution of general funds at headquarters permits, can, among themselves, agree to contribute additional funds which will be expended in their particular district solely for their particular benefit."

The Metal Lath Association's assessments are based on the number of square yards of metal lath sold by its members and the Granite Paving Block Manufacturers' Association assessments are on the number of square yards of paving laid by its members.

The money for the new campaign of the Trust Company Section of the American Bankers' Association is raised by a subscription from each member of 1-100 of one per cent of its combined capital, surplus and undivided profits.

ASSOCIATION SUPPORTED ACCORDING TO MONTH'S SHIPMENTS

In telling us how the funds have been assembled for his group, E. P. Sturtevant, secretary of the Hollow Building Tile Association had this to say:

"In our organization the unit of manufacture is the ton—hollow building tile being produced

on a tonnage basis and sold the same way. The members of the association pay a certain amount per ton of tile shipped, payments being made each month on the previous month's shipments. This puts every member on precisely the same basis, and it is our theory that the benefits accruing are in direct proportion to the shipments of each manufacturer.

"We do not get everybody to contribute, but as we continue our work and its importance becomes more and more evident, we find that there is an increased desire on the part of our manufacturers to do their part in the co-operative work."

H. A. Long says that each of the three associations of which he is secretary is on a different financial basis. "In the Automotive Wood Wheel Manufacturers' Association," he writes: "the cost of advertising is divided upon an agreed schedule which is a rough approximation of relative annual sales. The expenses of the association aside from advertising are divided equally. In other words, the stronger members financially pay a larger part of the advertising cost, but all members share equally the other expenses of the association. This method is not entirely satisfactory to the smaller members and some adjustments will probably have to be made as the expenses increase.

"The Hickory Products Association, on the other hand, divides all of its expenses exactly in proportion to sales, which are reported each month.

"To give you an idea of the plan used by my third association, the Sawmill Machinery Manufacturers, let me quote this extract from our by-laws:

"'Article III—Dues and Assessments:

"'(1) All members shall pay an entrance fee of fifty ($50) dollars each.

"'(2) The annual assessment shall be levied to pay the necessary expenses of the association, and shall be pro-rated among the members by the executive committee, based upon reports of annual gross sales of sawmill machinery.

"'The annual assessment shall be payable quarterly in advance.

"'(3) Mileage will be paid to each member attending any annual, regular or special meeting of the association at the rate of eight cents per mile one way from the member's factory to the place of meeting. The secretary shall be paid his actual expenses for attending such meeting.'"

DUES VARY ACCORDING TO CLASSIFICATION

The method followed by the sawmill people or one similar to it is used in several trades. For instance: In 1915 the Department of Commerce published the result of an investigation of Farm Machinery Trade Associations. This publication shows that in 1914 the receipts of the National Implement and Vehicle Association were approximately $28,000, derived almost wholly from dues. There were then about 160 active members of Class 1, concerns engaged in the manufacture and sale of agricultural implements, vehicles and lines allied thereto, at wholesale; seven members of Class 2, jobbers or wholesale distributors of the foregoing products; and about 125 associate members, comprising firms who manufacture and sell materials and accessories used by the active members but who are not in competition with them. The scale of dues then in effect is as follows:

For Class 1 members, based on the amount of paid-in capital and surplus, with dues ranging from $25 to $750.

Capital and surplus employed by a manufacturer in other lines than those mentioned previously are not included in the computation.

Class 2 members paid $50 yearly and associate members $15 yearly.

The Society of American Florists has between 3,000 and 4,000 members, of whom roughly one-third are growers, or greenhouse proprietors, and the remainder dealers and middlemen. Approxi-

NEW YORK'S FASTEST GROWING NEWSPAPER

DESPITE the combination February 1st, of two New York morning newspapers, the *New York Tribune* maintained its position of second in total volume of week-day display advertising during February.

Figures for February

From Eve. Post's Statistical Dep't.

	DISPLAY WEEKDAY LINEAGE
TIMES	808,254
TRIBUNE	431,569
SUN-HERALD	383,906
WORLD	289,872
AMERICAN	261,500

New York Tribune

First to Last—The Truth: News—Editorials—Advertisements

mately 1500 are life members. The payment of $50 secures a life membership, and in this way the society has secured a permanent fund of about $50,000, which is invested and furnishes a perpetual income. The remaining members pay $5 per year dues.

The society is thirty-seven years old and is unique in having a Congressional charter, which was granted to it by Congress through the good offices of President McKinley.

The national advertising in behalf of flowers is conducted under the auspices of the society, although as an independent venture. The subscriptions to the fund are altogether voluntary and according to no set plan. Many of the 15,000 members of the industry are contributing to it. The money is secured largely by making appeals through the medium of periodical broadsides. This plan of raising funds, however, is unsatisfactory. It has been tried by a number of co-operative groups and has usually been abandoned because of its uncertainty.

The Granite Manufacturers' Association at Barre, Vermont, spent $40,000 in 1916, $65,000 in 1917, and $100,000 in 1918 on a co-operative advertising campaign that was participated in by six quarrying concerns and about 150 manufacturers of memorials, the assessments being levied on each rough cubic foot of granite that came down from the quarries.

F. W. Walker, secretary of the Associated Tile Manufacturers, writes from Beaver Falls, Pa., as follows:

"To my mind, the raising of funds to conduct the campaign is one of the easiest problems to solve, providing the advertising campaign is effectively placed before the membership and the necessary degree of enthusiasm created for the advertising. In other words, if the scheme is properly sold to the members and is not on too large a scale to start with, it is not difficult to raise the funds for such work, but always it should be along equitable lines. From my observation, the monthly percentage on net sales plan is a most equitable method."

Much the same plan was followed by the Magnesia Association in collecting the $100,000 fund for its advertising last year, for the reason that, as stated by C. J. Stover, its secretary, "the large manufacturer, who receives the greatest benefit from the publicity, will bear a large part of the expense and the smaller manufacturer will pay a proportionately smaller amount."

Opinion is not unanimous on this point, however. Some men of considerable experience in this work take the ground that progress can best be made if the advertising campaign is concentrated and carried on under the auspices of the stronger concerns in the industry. This viewpoint is perhaps best expressed by the following declaration of the men who are handling the magneto manufacturers' co-operative campaign:

"As a rule (to which there must of course be exceptions) limit the membership in the campaign to the strongest units of the industry. The others will be benefited anyway, and they will not have the opportunity of interfering with or slowing up the work of the stronger and more progressive members."

The chapter upon methods employed in raising association funds will be concluded in PRINTERS' INK next week.

Company Will Increase Retail Service Work

H. S. Rodearmel, who has been engaged in merchandising work during the last eighteen years, has joined the staff of the dealers' service bureau of Standard Kid Manufacturing Co., Boston. Mr. Rodearmel will visit retail shoe merchants in an effort to make the service bureau of the Standard company of more value to them.

John Condon Heads Tacoma Ad Club

John Condon, president of the Condon Advertising Agency, Tacoma, Wash., has been elected president of the Tacoma Advertising Club, succeeding Charles H. Moore, Jr., who has reentered military service.

Climbing Higher

763,773

Average Daily Net Paid Circulation

OF THE

NEW YORK EVENING JOURNAL

for week ending March 13th, 1920

This is MORE than double the circulation of the Evening World.

And More than the circulation of The Globe, Mail, Sun, Post and Telegram combined.

Over 700,000 of this circulation within the Metropolitan District.

The Largest Circulation of Any Daily Newspaper in America



Your Catalog Shoul

Badger Features

Binders furnished in twenty different binding styles, suitable for any sheet size and any capacity.

Binding materials carefully selected for wearing qualities as well as for appearance. Materials include Book Cloths, Artificial Leathers and Genuine Leathers in all standard shades.

Posts are fastened permanently into the metal back — Badger-patented washers prevent posts turning, working loose or breaking off.

Screwheads countersunk below the surface of the cover. Nickeled eyelets protect the binding when screwheads are tightened.

The Stay-Open Attachment — an exclusive Badger-patented feature — holds the catalog flat on the desk without force, wherever it is opened.

In the Perfection or Salesman's Binders, covers are reinforced wherever subject to excessive strain or wear. Handles are made of quadruple leather over heavy canvas and sewn to the canvas interlining, so that no stitching is shown on the outside of cover. It prevents covers sagging or tearing.

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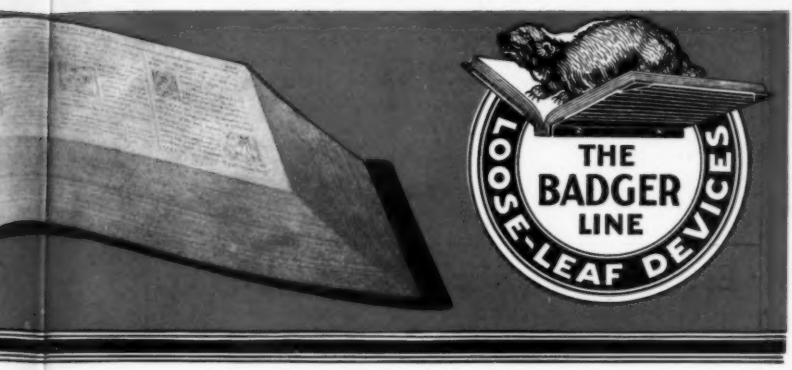
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ORIGINATORS—IN 1899—OF THE LOOSE LEAF SYSTEM OF CATALOG BINDING

THE
MILWAU



hould Always Say:

Here's What We Have Now!"

When your catalog leaves for its first trip over your terri- y you see to it that it goes out strong — full of sales power.

Every change in your line — in specifications or prices — s the strength of that catalog, unless you are using the Loose f System. A catalog always up to date retains its vitality.

Get Badger Loose Leaf Catalogs on your sales force and you e this problem by "changing a page for the sake of the cat- g instead of changing the catalog for the sake of a page."

So much efficiency and economy in the printing and bind- of your catalogs can be accomplished by the use of Badger Loose Leaf log Binders that you should lose no time in becoming thoroughly liar with the possibilities of this system.

We have the experience of over twenty years to help you solve your particular problem. Write us today. Tell us all about your present catalog: size of page, number of pages, frequency of issue, number per issue, etc. Send us one of your latest catalogs. You will find our suggestions profitable.

HE HEINN COMPANY

LWAUKEE 350 Florida Street **WISCONSIN**



ERWIN, WASEY & COMPANY

Advertising

CHICAGO

At the base of our good relations with our clients are the candor and competence of our men, each of whom has been carefully trained in the methods that have made thisorganization effective

How American Firms Are Faring in Germany

Find They Must Manufacture There or Sell on Long Time Credit

FEW American business men have had the opportunities that have fallen to the lot of J. C. Osborne, sales representative in Germany for the American Multigraph Sales Co., for close-up observation of the commercial consequence of the great war.

Returning to Germany from the United States in January, 1917, just before the breaking off of diplomatic relations between these two countries, and unwilling to sacrifice his company's interests in Germany by taking advantage of the permission to leave the country immediately, Mr. Osborne chose to remain there, and has been a resident of the city of Berlin continuously from that date to January 20, 1920, when he left to return to the United States. As a vice-president of the American Chamber of Commerce of Berlin since the revolution, which followed the signing of the Armistice, he has been in daily contact with business conditions in that city during the period of his residence.

Many business concerns in this country sold large quantities of their goods in Germany before the war. Since that time they have nearly ceased to think of Germany as a sales market.

According to Mr. Osborne the status of the money market in Germany at present is such that the Government will only allow money to be taken out of the country in exchange for actual necessities such as food and raw materials not otherwise procurable. Luxuries, and such manufactured goods as can be dispensed with, or which can be produced within the country, may not be imported on terms of immediate payment. The country is in no condition to pay immediately for anything. American houses wanting to sell goods there that would not be classified as necessities, and are unwilling or unable to manufacture them in Germany, must extend the required credit to German firms, or establish sales offices within the country and extend credit to their own representatives. Mr. Osborne said further:

"In order to make business conditions in Germany, and the situation referred to in the preceding paragraph, as clear as possible, let me attempt to give you a picture, if I can, of what is going on at present in the German capital, as reflected by sales and advertising activities.

HIGH PRICES, BUT BUSINESS ACTIVE

"When I tell you that we are still living on food tickets and are limited to one loaf of bread a week, two ounces of butter, one-half pound of meat, five pounds of potatoes, one-half pound of sugar, and other things in proportion, you will probably think Germany is too much occupied with keeping alive to think about business. If I add that butter is $8 a pound, meat $3 to $4 a pound, flour $1.25 a pound, and that a suit of clothes sells for about $300 and a pair of shoes $60, you will certainly think money is too scarce to buy anything but the necessities of life. In spite of these conditions, business houses and merchants are advertising, trade is brisk in almost all lines, and, as I remarked at the outset, we have more inquiries from interested prospects than ever before.

"Rudolf Mosse, a prominent advertising agency of Berlin, seems to be as active as ever, and newspapers and periodicals, such as the *Berliner Tageblatt* and *Local Anzeiger*, leading newspapers, as well as such weekly magazines as *Die Woche* and the *Berliner Illustrierte*, are carrying a large number of advertisements. The trade press is especially active, particularly in the field in which I am interested, that of office appliances.

"Buying is very general to-day in Germany. People with money prefer to spend it for improvements and extensions in their businesses and homes, rather than pay it out in the special taxes that are being levied against large fortunes. Moreover, the buying power of the mark in Germany to-day fluctuates between five and ten cents, whereas its exchange value is only about one and one-half cents. Consequently all raw materials now obtainable in that country, as well as labor, are much cheaper there than in any other part of the world. Working men in the United States are earning from $8 to $10 a day, which at the prevailing rate of exchange is equivalent to 600 and 750 marks. Working men in Germany earn from fifty to seventy-five marks a day. Manufacturing costs are therefore much lower there than in the United States.

"Unless American concerns selling goods in Germany can make arrangements to manufacture there, they will probably be unable to hold their markets, not only in Germany but in other European countries as well. German manufacturers, producing goods at low costs, will be able to undersell us in their own country, and as production increases, will compete with American made goods in other countries."

AMERICAN FIRMS NOT LIQUIDATED

Since the entrance of the United States in the war right up to the present time, the German authorities have not sold or liquidated a single American business, Mr. Osborne declared. The practice of appointing administrators as representatives of the Government, one for each alien concern, worked out with great fairness to both sides.

"How this operated in our case," said Mr. Osborne, "is a good illustration of the way it worked generally. The man assigned to us was a former judge of the commercial courts and a manufacturer in the celluloid trade. His relation to the business was a good deal like that of a consulting manager, or advisor. In the beginning our funds and property were examined under his supervision and of course could not be withdrawn or sent out of the country.

"This man came to me one day and said, 'it is not our desire to restrict or limit the earning power of the money you have on deposit. We will offer you the opportunity of putting it in a savings bank, at interest or investing it in the German War Loan, or in bonds or any other good investment.' I told him, that as an American, I certainly could not for one moment consider converting the money into German War Bonds. The proposition of placing it on deposit in a savings bank, however, seemed a fair disposition to make of it, so I consented to it.

"There was one instance where the administrator of an American firm, which has a manufacturing plant in Germany, helped it to hold business that its German competitors tried to take away from it. The article made by the American firm is an office specialty and contains a frame of bronze and brass, materials in great demand by the Government. It was decided, therefore, to make every user of this machine turn it in so the metal frame could be replaced with one of wood, thus making the metal available for war material. This firm's German competitors endeavored to have members of the German parliament pass a bill which would place the work of changing the frames in the competitors' hands. The administrator of the American firm, however, made representations of such a nature that it was permitted to make the changes in its own machines, thereby conserving its interests with its own customers, and preventing the German competitors from breaking its good will and converting it to their benefit.

"There was a report circulated a short time ago that the German branch of an American company had been sold by the German Government. No such sales were made. The representative of the American company, in the case referred to, fearing the Govern-

THERE ARE TWO FACTORS that determine the value of a publication as an advertising medium.

Editorial excellence will indicate its influence with its readers.

Membership in the Audit Bureau of Circulations indicates its business ethics and methods.

The first shows whether the paper is worth reading.

The second shows how many people read it.

In both the advertiser is vitally interested.

Printers' Ink invites the closest scrutiny. Its A. B. C. report is accessible to advertisers.

ment might force the sale of his company's business, made the sale voluntarily with the privilege of buying the business back after the cessation of hostilities."

"Now, about import conditions," went on Mr. Osborne, "and what we have been up against in bringing our goods into Germany, and this is the aspect of my message which will probably be of the greatest interest to American business houses contemplating the German market for their goods.

"Our company does not manufacture in Germany. We maintain only a sales office and warehouse there. Under the operation of the 'trading with the enemy' act, it was impossible to import our machines. Later, the German government passed a law placing an embargo on all imports, and making it necessary to procure an import license upon every incoming shipment of goods. Consequently our sales have been limited to repurchased machines and supplies. It was possible for us to buy back a great many machines from former customers, rebuild and sell them again. In order to furnish our customers with supplies to enable them to use their machines, we had to manufacture these supplies in Germany, by which means we were able to hold our business during the period of hostilities and retain the good will of our customers.

"The situation at present with respect to import licenses continues—viz., it is necessary to obtain an import permission, or license, for every shipment. The first step in the procedure is to file an application with the Reichs Bank. The application is then forwarded by the bank to the Import and Export Commission for the Machine Industry, which body, through its experts, determine whether the goods described in the application are necessary for Germany, and whether they can be produced in Germany or not. If a favorable report is returned, the application is referred to the National Import and Export Commission to decide, in conjunction with the Reichs Bank, whether the license shall be granted. An affirmative ruling secures a license for one particular shipment only. The Reichs Bank usually bases its decision on whether or not credit will be extended. In every case I have known where permission to import was granted, payment for the goods did not have to be made for two or three years.

"This is the situation we are up against now. Under prevailing conditions money cannot be taken out of Germany except in payment for absolute necessities. American business men must recognize this, and no improvement of the situation can be looked for until the German mark is worth more money in the markets of the world."

British Vice-Consul Gives Sales Suggestion to Other P. I. Readers

BRITISH CONSULATE GENERAL
NEW YORK.

Editor of PRINTERS' INK:

Being a regular reader of PRINTERS' INK and *Printers' Ink Monthly*, I thought you might be interested in the following suggestion which I put up to the various department stores in New York, and which has been very favorably received:

When in Boston some ten days ago, a considerable crowd standing around the windows of Pierce's aroused my curiosity. On crossing over the street, I found that they had a special display of a shipment of goods which they had recently received from Europe. These goods were arranged according to their country of origin.

This at once struck me as not only being a good selling advertisement in a general way, but also a means of encouraging America's European allies and associates in their reconstruction.

On account of the very low exchanges, and the enormous debt which is owed to this country, France, Great Britain, Italy and Belgium cannot buy anything except raw materials and absolute necessities. They can only pay for these necessities and the interest on their loans by what they can produce and export. Every article, therefore, which they can sell in this country not only helps to put them in funds to pay for their imports and debts, but ultimately to buy other goods besides absolute necessities from this country.

I would suggest, therefore, that you consider the question of making some special display of any goods which you may import from European countries.

I am, personally, very interested in seeing how the various stores will put this suggestion into effect, and feel that you might also like to follow it up.

C. K. LEDGE,
Vice-Consul.

Advertising Abroad

Has Problems Unknown in the Domestic Field—

These problems include such important matters as translations, local trade customs and methods, climatic and seasonal conditions, foreign competition, lack of standardized rates in some markets, wide diversity of mechanical facilities, differences in trade and technical terminology and spelling, even between American and British markets—witness such words as "stockist," "lorry," and "tyre"—metric system of measuring space, and the mail distances between this country and the various foreign markets.

We devote ourselves exclusively to planning and placing American advertising in foreign publications.

The experience derived from steady application to this one branch of advertising—a branch still in its infancy, but, as our books show, growing rapidly—is at the service of those American advertisers who desire to extend their foreign publicity.

Let us discuss with you the practical application of "J. O. S." experience and service to your export campaign.

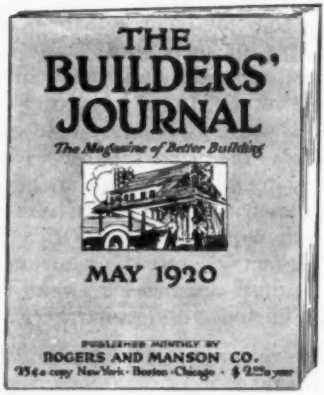


Johnston Overseas Service

Exclusively Foreign Advertising

277 Broadway, New York, U.S.A.

Announcing



The Magazine of Better Building

FIRST ISSUE MAY 1920

Published exclusively in the interests of the BUILDING CONTRACTOR who is directly responsible for 90% of the moderate cost building

ROGERS AND MANSON CO.
also publishers since 1892 of
THE ARCHITECTURAL FORUM

Member
AUDIT BUREAU of CIRCULATIONS - ASSOCIATED BUSINESS PAPERS INC.

THE BUILDERS' JOURNAL

The Magazine of Better Building

THE public cannot get better buildings than the builder can provide. Unfortunately his standard has been low. As the builder is directly responsible for fully 90% of the moderate cost work erected in this country, this condition has arbitrarily limited the market for quality building materials and equipment to those centers where competent architectural counsel is available.

A LARGER MARKET FOR QUALITY BUILDING PRODUCTS CAN ONLY COME BY RAISING THE BUILDERS' STANDARD

Thousands of houses and other simple buildings must be erected in this country in the next few years. The architectural quality and construction standards of this great volume of work rest squarely on the shoulders of the builder. An influence that will stimulate better design and better construction is needed *now* when it can be of the greatest value.

THE BUILDERS' JOURNAL COMES WHEN IT IS NEEDED MOST

Published monthly, it will have for a definite aim the improvement of moderate cost building and contracting interests in the following four respects:

1. The creation of a higher standard in the plan and exterior design of all buildings.
2. The adoption of better and more durable types of construction, with the use of good materials that will insure lower maintenance costs.
3. The encouragement of craftsmanship in all of the building trades.
4. The development of larger business ability, so that the financial hazards of the industry may be reduced, and greater production secured.

Manufacturers and advertising agents who are interested in this constructive work are requested to write for particulars.

ROGERS AND MANSON CO.

BOSTON NEW YORK CHICAGO
103 Park Avenue



The amazing newspaper-situation in Southern California—(a "one-newspaper" community)—is illustrated by the "metropolitan shopping district."

This is the zone which American afternoon newspapers have named and invented. Here they are supposed to "shine." Here their multitudinous editions go forth. And here the morning TIMES ought to show at its poorest.

The facts?

In Los Angeles' metropolitan zone we find **19 afternoon dailies. —Staggering!**

Same field in the morning the TIMES and one straggler.

There are just so many squares to a checkerboard.

Obviously Los Angeles' 3 afternoon newspapers share the checkerboard with 16 rivals—the big afternoon dailies of Pasadena, Long Beach and like points, each occupies its respective square.

Obviously THE TIMES **does** cover the checkerboard or some of the 19 would change to a less crowded field.

Southern California is a law unto itself—covered by one supreme newspaper.

The Los Angeles Times

The 19 Umbrellas: Los Angeles Express, Pasadena Star, Whittier News, Long Beach Telegram, Los Angeles Herald, Long Beach Press, Venice Vanguard, Santa Monica Outlook, Santa Ana Register, San Pedro Pilot, San Pedro News, Pasadena Press, Orange News, Ontario Report, Monrovia News, Los Angeles Record, Anaheim Herald, Fullerton Tribune, Glendale News.

"Trade Practice Submittal" a New Tool in Business

Federal Trade Commission Endorses the Best Trade Customs of Different Industries

By C. H. Claudy

FARMER JONES had a rather scrawny herd of cows which did not give very good cream. Being a normal human being, Farmer Jones wanted to get just as much coin of the realm for his cream as he could. So when Farmer Smith told him that Lew Williams, cream buyer, had a "faulty" testing apparatus, which, somehow or other, tested offered cream so that it showed a higher per cent of butter fat than did the testing apparatus of William Brown, it was only natural that Farmer Jones should take his cream to Lew Williams for sale.

Now it happened that Farmer Jones had a butter fat tester of his own and knew to a fraction of a per cent just how good or bad his cream really was. So he chuckled inwardly and much when Lew Williams announced that his cream was several per cent better than Farmer Jones knew it to be, and received cash therefor with a sober face but a dancing heart.

If this had happened just once or twice, Farmer Jones might have remained under the impression that Lew Williams really had a faulty cream tester. But it happened with remarkable regularity, with the result, of course, that Lew Williams was buying about all the cream that could be hauled in his direction. And Farmer Jones came to the perfectly correct conclusion that Lew Williams knew quite well what he was doing. So did a lot of other people, including William Brown. William Brown knew it wasn't human nature for a cream buyer to pay more money for cream than cream was really worth, *unless*, and here was the point, by so doing he could corner all the cream in his locality for the particular creamery he served, and thus make it difficult, if not impossible, for other creameries to get cream!

William Brown knew that wasn't the only way the big creamery that Lew Williams served managed to buy cream when other creameries couldn't buy it. He knew that they sometimes paid as much for cream at distant points as they did for cream at near-by points. Ethically, cream is worth what it is worth according to its quality and its distance from a creamery. The further the distance the less the cream brings to the farmer because the more it costs the creamery to haul it.

But if a distant farmer can get as much for his cream as a near-by farmer, obviously he will sell his cream to the man who pays him that price. William Brown knew, too, that this particular creamery was not very exacting in the matter of expensive cream cans.

He had himself seen Farmer Jones propping up the corner of a sick corn crib with a perfectly good iron and brass cream can. He knew, too, that Lew Williams was a popular cream buyer, who had once worked for a smaller creamery but who had been "hired away" by the larger one with what bribery he could only guess. He had heard, also, that Lew Williams had a habit of making presents to farmers' wives—little things, like a dozen plated spoons or something—but he knew that few farmers' wives had ever heard anything about the need to beware of Greeks bearing gifts. Not to call Lew Williams a Greek y'understand, but just to name him a very bright and not at all scrupulous cream buyer.

Well, there were a lot of William Brown's and they complained with such regularity of letter and unanimity of specifications of the practices of the Lew Williamses and creameries employing them, that the Federal Trade Commission, to whom complaints were made, not only took notice, but invented a brand-new method of making business be good and behave.

COMES FROM THE MISSISSIPPI VALLEY

This brand-new method goes by the name of "trade practice submittal." It had its birth the latter part of January, and was born of the creamery situation in the Mississippi Valley, where competition is keen and where cream has been bringing all sorts of fancy prices regardless of its true test or worth in butter fat, and where "carelessness" over the ownership of cream cans and "discrimination" in the matter of freight rates on shipped cream were among the least of the unfair practices complained of.

The Federal Trade Commission could easily have elected to try each individual complaint on its merits. But it decided that there was a shorter and better way. So, as stated, it put in use the thing called "trade practice submittal."

The Federal Trade Commission sent one of its members to the ground and asked the creamery industry to come to a meeting and tell all the story. And because people as a whole are honest and no one really likes to do business in an unfair way, the trade responded and a very large meeting was the result.

The Federal Trade Commission said, in effect, "Look here! Here's a perfectly good industry, a fundamental industry of this country, all shot full of complaints by a lot of people. It's an industry full of competition, and in a perfectly natural desire to win out, parts of it are doing things that, because other parts can't do them, are not really fair. Whenever there is a trade practice which isn't fair going on, somebody suffers. Now all you people have a chance to help us straighten this matter out."

And then they talked. William Brown got up and told what he knew about Lew Williams' methods. Whereupon Lew Williams arose and told what he knew Jim Smith was doing. And Jim Smith protested he had to do things that way because John Elliot was doing something else and getting away with it. Everyone who had a speech in his system made it. Everyone who had a complaint to file, filed it. And the result was a certain list of practices which some people thought were unfair. Whereupon the meeting was asked to vote on them, one at a time, and behold, thirteen various, distinct and sundry practices were in the sense of that representative meeting, usually unanimously, declared to be unfair.

Now this is really a remarkable thing: The very men who were doing these things were perfectly willing to vote that they were unfair. They were trade practices, which had grown into the industry, little by little. But no one really liked them. Everyone wanted to stop them, but no one wanted to be the first. But when they were all brought together they were glad to agree that they would all stop together.

So they formulated their list of unfair practices and agreed to stop them, and at one step the bulk of the unfair practices in the creamery situation in the Mississippi Valley were wiped out.

Be it noted that this thing was done with a full and complete understanding by the industry of just what it was doing and just what it meant. The representatives of the industry were thoroughly posted on the fact that the Commission, in holding this meeting, was most emphatically *not* making rules, expressing an opinion or rendering any order, nor was it trying to interfere with, or to "run" the industry. It made it very plain that it was seeking help and guidance. To

For your information:

Mr. John Magee, until recently manager of the Saturday Evening Post's advertising department in New York, has joined our organization and will make his headquarters at our home office in Hartford.

Our Buffalo office has increased its personnel by the addition of Mr. Tolbert C. Miller, transferred from our Hartford office, and Mr. D. O. Skinner, for seven years advertising manager of the International Motor Company.



The Manternach Company

Advertising Agents

NEW YORK HARTFORD BUFFALO

make this plainer the Commission made it evident that if any present disagreed with the sense of the meeting or anyone not present at the meeting disagreed with the findings, he was in no way bound to abide by the sense of the meeting.

His status then would be exactly as it was before: he could be complained against exactly as before and the Commission could proceed, exactly as before, to try the matter out. It was held quite possible that even those things which the industry as a whole condemned as unfair might be found fair, according to law, upon full investigation and trial, but that until such a trial took place the voice of the meeting should be held as *prima facie* evidence of the fairness or unfairness of any practice.

So there the matter rested, but the Commission is about a year or so ahead of where it would have been had there been no submittal of trade practices to such full and free discussion. By getting the men engaged in the industry to agree that a thing is unfair, the Commission automatically gets rid of a great many complaints. Most people are honest. When they come out in public and agree that a thing is unfair, they stop doing it. If they don't stop right away, public opinion assists in making them stop.

Farmer Jones is no longer anxious to be known as a man who sells cream to Lew Williams, if Lew Williams continues to stamp himself as a man guilty of unfair practices. He'd rather take a little less for his cream and look his neighbors in the face and be known as one against unfair practices. Lew Williams isn't anxious to lose his natural and normal trade and so he doesn't do the things which are under the ban of public opinion. If a new creamery starts up and its agents refuse to be bound by public opinion and the sense of the meeting, Lew Williams will be among the first to make a complaint to the Federal Trade Commission, which must then investigate, and if it finds evidence of the justness of the complaint, have a trial of the issue and, maybe, end up with an order to "cease and desist."

In other words, the Federal Trade Commission has gone before an industry and said, not "stop, you are wrong," but, "tell us what *you* think ought not to be done; let's all agree not to do these things and save all this matter of complaints and orders!" It has been constructive, not iconoclastic. It has not thrown a monkey wrench into the machinery but made the machinery adjust itself to its better functioning.

Just how far this new idea in Government control of business may go no one can guess. The whole idea that the Government should have any "control" over business is so new, anyway, that it would be difficult to express a reasonable guess as to the future. But it seems certain that that "control" which is exercised on an industry, through an industry and by an industry is going to be much easier of management and application than any attempt to "control" which is wholly extraneous.

REBUILT TYPEWRITER INDUSTRY HAS COMPLAINTS

Meanwhile, the rebuilt typewriter industry, another in which complaints of similar character are sufficiently numerous to make it seem a subject for the new implement, is to have its opportunity to arrange its own schedule of what is and what isn't fair. On the twenty-seventh of February, representatives of that business met with the Federal Trade Commission to decide on a basis on which the business can be conducted without indulging in practices which are not strictly ethical and therefore unfair. Over 200 manufacturers and dealers in second-hand, repaired, and shop and factory rebuilt typewriters from all over the United States were invited.

A trade practice submittal is not *legally* binding on any of the parties at interest and leaves the

"Canada

as a Field for American Products"

A 20 Page Booklet

The actual and the *potential* importance of the Canadian market should be more clearly understood, and the magnitude of the opportunity which Canada presents ought to be better appreciated. This booklet contains in concise and readable form the knowledge gained from many years of residence in Canada, and intimate contact with Canadian merchandising and advertising conditions.

It will be a pleasure to send a copy with our compliments to those who are interested.

COLLIN ARMSTRONG
INC.
General Advertising Agents
1463 Broadway at 42nd Street
NEW YORK

TORONTO
Lumsden Building

MONTREAL
The McGill Building

LONDON
Premier House,
Southampton Row, S. W. 1

PARIS
31 bis Faubourg,
Montmartre

Vanity Fair is the Best Men's Wear Medium



VANITY FAIR—a class magazine with a Quality circulation—carried a greater volume of Men's Wear and Accessory advertising during 1919 than any other consumer publication excepting the Saturday Evening Post—and its average lineage *per issue* in this class of advertising exceeded that of *any* other consumer magazine.

Showing the average lineage per issue of Men's Wear and Accessory advertising carried in 1919 by the five leaders in this class of business.

IN spite of the fact that three of these magazines are published 52 times a year to Vanity Fair's twelve—Vanity Fair, in 1919, led them all in the following classifications:

Shirts and Collars—31,262 lines—
surpassing its nearest competitor by 16,672 lines

Furnishings—12,798 lines—
surpassing its nearest competitor by 5,126 lines

Cravats—3,792 lines—
surpassing its nearest competitor by 2,791 lines



Relative proportion of Vanity Fair's total lineage in three classifications to that carried by all of the above magazines combined.

The Best Men's Wear Medium is Vanity Fair

VANITY FAIR carries more Men's Wear advertising per issue than any other consumer magazine, because the advertiser obtains in Vanity Fair three selling forces which are *combined in no other one publication.*

Trade Influence

More than 1,400 of the best-known haberdashers and men's furnishers in the country are regular subscribers to Vanity Fair. Many of them have also subscribed for additional copies for their Buyers and Salesmen. For example: F. G. Clayton & Co., of Detroit, entered 55 subscriptions to Vanity Fair for their Buyers, Salesmen and Executives.

Editorial Stimulus

Vanity Fair is the only consumer publication in the country which devotes a large portion of its editorial space every issue to correct dress for men. It tells the reader what the best dressed men are wearing, stimulating a desire for new and better clothes *at the same time that it delivers the advertiser's sales message.*

A Big Market for Clothes

Vanity Fair goes into the homes of more than 80,000 men who appreciate the finer things of life, and understand the value of good clothes; who know that to be well-groomed is a business asset as well as a social necessity, and who therefore *buy* more clothes and accessories per person than any other class of men.

VANITY FAIR

GEORGE S. NICHOLS, Advertising Manager
19 West 44th Street, New York

L. A. HERBLIN, Western Manager Stevens Bldg., Chicago, Ill.

Commission free to perform its full duty under the law of unfair competition. But it has a morally binding effect which is more salutary, largely because, as the Commission's experience in many lines of industry has shown, an industry is usually anxious to rid itself of the unnecessary suffering, hardship and expense caused by costly and sometimes ruinous methods of unfair competition often resorted to merely in self-defense.

Trade practice submittal is too new a tool to have been well tested. So far it has cut clean and done good work. How far it will go, how many industries there are to which it can be applied, what its future is, only the future can say. But would anyone have believed even ten years ago. that the cut-throat methods of any business indulging in such methods would ever be discussed by their users, banned by their inventors and eradicated by their practicers?

Of such stuff is progress. On its face and its merits as so far demonstrated "trade practice submittal" seems not only a step forward but a step upward.

Humor in Copy Pays Tetley

IN an effort to break away from seemingly labored and serious copy, Joseph Tetley & Co., Inc., tried the leaven of a little humor to brighten its "Tetley's Tea" selling messages.

The first experiment in humorous copy in a national campaign was made in the summer of 1919. In this campaign, described in PRINTERS' INK of July 17, 1919, sprightly words were put in the mouths of animated tea-glasses and animated slices of lemon. This experimental campaign brought such an increase of sales that a new series of this type of copy was created for a national campaign which appeared during the last fall and winter season.

The Tetley company undertook this new campaign despite the fact that the copy has been criticized as being "too flippant." In the opinion of the company its copy contains good humor in abundance. It believes that good humor, seriously used, will sell tea, especially when the selling argument is brought into the copy by a dexterous twist of wordy lightness.

One of the series of ads now running that has been pointed out by Tetley as an example of good humor in which the selling point creeps in in a modest, unassertive way is a line-drawing of an animated cup hurrahing, waving a pennant, and saying: "The cup that cheers. No, it really isn't the cup that cheers! It's you who are cheered by the cup when filled with Tetley's fragrant full-flavored Orange Pekoe Tea! It sort of gets under your skin and makes you feel good all over. You forget that there was ever such a word as tired."

This style of advertising is no longer considered an experiment by the Tetley company. It intends to continue the same style next summer, returning to the iced-tea idea.

The decision to continue using this copy is based upon reports which show increased sales. The president of the organization, Graham Wright, says, "No small part of our satisfaction with this style advertising was due to the very pleasing figures on our sales sheet; each month has shown a larger percentage of increase than the previous."

Another Association Approves

GRANITE MANUFACTURERS ASSOCIATION.
BARRE, VT., March 8, 1920.

Editor of PRINTERS' INK:

Those of our members who are so fortunate as to be readers of PRINTERS' INK are following with a good deal of interest the articles on the Association movement.

It was a pleasure for us recently to give Mr. Rohrbach a resume of our own efforts, and in the development of his theme we are quite convinced that he has approached a large subject in the proper frame of mind. We shall await successive articles in the series with a good deal of anticipation.

ATHOL R. BELL,
Secretary.

Power—
in a business paper

To have its full efficiency advertising requires a strong, active *vehicle.*

Sales publicity cannot perform in a poor medium anywhere near its maximum work.

A 16-inch naval gun would be a failure on the deck of a ferry boat!

Most every big industry has its supremely powerful *advertising* battleship.

In the footwear industry it is the Boot and Shoe Recorder.

* * *

The Boot and Shoe Recorder wields power as it *ought* to be wielded. It uses its power chiefly in two ways:

—educational influence;

—sales influence.

In its thirty-eight years of constructive editorial promotion the Boot and Shoe Recorder has done more to assist retail shoe dealers to become successful *merchandizers* than has any other single influence.

And during those years the Boot and Shoe Recorder has helped, through its advertising pages, to produce more sales of footwear and the commodities entering into its manufacture than all other business papers combined.

* * *

The more than 10,750 paid subscribers to the Boot and Shoe Recorder represent the Blue Book of the retail shoe business of America.

They reflect the ledger accounts of the principal shoe manufacturers of the United States.

—get acquainted with

The Boot and Shoe Recorder

BOOT AND SHOE RECORDER PUBLISHING CO.
BOSTON, MASSACHUSETTS

New York, 127 Duane St.
St. Louis, 1627 Locust St.
Rochester, 609 Powers Bldg.
Chicago, 189 W. Madison St.
Cincinnati, 1st Natl. Bank Bldg.
Philadelphia, 929 Chestnut St.


Basing your papersele
on KNOWN FCTS
Jewelry
MEN'S FURNISHINGS
Mail Order
AUTOMOBILES
FARM MACHINERY
Spring Styles
HARDWARE



Paper Knowledge Means Greater Sales Power

PAPER is a vital factor in putting your sales story across—perfect reproduction—creating the proper mental attitude and approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications.

If you will send us samples of your direct advertising—catalogues, booklets, mailing cards, circulars, letterheads and house organs — we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense—but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY

1190—208 South La Salle Street

CHICAGO, ILLINOIS

In the Homes of Dayton and Springfield

News League papers have a place attained through years of aggressive newspaper building—through study of the needs of the Community and co-operation for the advancement of things that stand for progress.

The Dayton News and Springfield News have a foundation that insures advertisers against waste and the fullest measure of service.

News League papers are read in 90 per cent of the homes of Dayton and Springfield.

An advertising community is a live community. No other papers anywhere, in cities of the same size, carry as much business as the Dayton News and Springfield News. Merchants sell and the consumer buys through advertising.

Advertise to people who know advertising in the papers the people read at home.

NEWS LEAGUE OF OHIO
DAYTON, OHIO

Members A. B. C.

New York.....I. A. KLEIN, Metropolitan Tower

Chicago.....JOHN GLASS, Peoples Gas Bldg.

Associations Seek Ideas in Rohrbach-Murphy Series

NATIONAL AUTOMOBILE CHAMBER OF COMMERCE, INC.
NEW YORK, March 18, 1920.

Editor of PRINTERS' INK:

I am following with great interest the articles written by Messrs. Rohrbach and Murphy in connection with the work of business associations. I am quite sure that the publication of those articles will supply new business ideas that will be highly helpful to the officers and managers of these organizations which are now such an important part of American industry and which have contributed not alone to better the standards of business conduct, but to a higher appreciation among business men for their competitors.

Please assure the two gentlemen who are doing this very interesting work, of our readiness to co-operate in every way.

ALFRED REEVES.
General Manager.

The Local Vigilance Work in St. Louis

Allan H. Clark, of the Gardner Advertising Co., Inc., has been re-elected president of the Better Business Bureau of St. Louis. L. M. Monheimer, of Famous & Barr Company, department store, was elected vice-president; Wm. P. Chrisler, The Aeolian Company, secretary and Noble R. Jones, First National Bank, treasurer. The executive committee of fifteen members is made up of representatives of the daily newspapers, advertising agencies, and the larger retail business concerns.

This is the second year of the Bureau. The first year's budget amounted to $4,000 and this year's expenditures may reach $20,000. E. J. Brennan was retained as manager-counsel.

Martha Lane Adams Co. Appoints Kramer

C. O. A. Kramer, for the past two years advertising and merchandising manager for the Quaker Valley Manufacturing Co., Aurora, Ill., on April 1st will become advertising manager for the Martha Lane Adams Company of Chicago.

Mr. Kramer has also been connected with Montgomery Ward & Co., Butler Brothers, The Pugh Stores Co., The Western Coca-Cola Company and for some time operated an advertisers' service bureau in Chicago.

Message to Salesmen in Pamphlet Form

A pamphlet containing the article entitled "A Salesman's Ten Cans," which appears in this issue of PRINTERS' INK, together with a copy of "Muriel Message," will be sent to anyone upon request by P. Lorillard Co., 119 W. 40th Street, New York.

Why BlueBird Thinks Its Slogan Is Good

BLUEBIRD APPLIANCE COMPANY
ST. LOUIS, March 13, 1920.

Editor of PRINTERS' INK:

Upon reading the query, "Anyone else using this registered slogan," which appeared on page 60 of your issue dated March 4, the writer is prompted to call our own slogan specifically to your attention, that you may inscribe it in the records of your Slogan Clearing House, for such purpose made and provided, viz.

"BlueBird Brings Happiness to Homework."

When you figure that an electric clothes washer relieves the housewife of fifty-two days' hard labor, in a steam-filled cell—usually in the basement for good measure—during each and every year, that otherwise would be necessary to solve the clean clothes problem, you will agree that the slogan is not only alliterative, but founded on the facts.

And besides, the clothes last four to five times as long (advertisement) as they do if washed on the rub-board or soaked in strong laundry chemicals, not to mention the sanitary reasons for preferring individual cleansing. So you see, in these days of high costs of everything, even father is included in the halo of happiness surrounding the advent of said BlueBird.

O. A. DORRANCE,
Advertising Department.

Catalogue the Successful Medium In South Dakota

"Talk about competition—we surely have it in South Dakota," said A. R. Clark, representative of the Northern Electric Company, Duluth.

"An incident actually happened to me," he said, "when I landed in a small burg and asked a native who handled the electrical business in the town, and he answered with all sincerity: 'I don't just know, unless it is Sears, Roebuck and Montgomery Ward.' After my visit I was convinced he was right."—"Trumbull Cheer."

Another Association Approves of "P. I." Series

THE CASKET MANUFACTURERS' ASSOCIATION OF AMERICA
CINCINNATI, O., March 12, 1920.

Editor of PRINTERS' INK:

The two Trade Association articles prepared by Messrs. Rohrbach and Murphy are excellent. I am looking forward to the rest of the series.

JOHN M. BYRNE,
Secretary.

Hammesfahr an Officer in Kelley Agency

A. C. G. Hammesfahr has joined the Martin V. Kelley Company, Toledo and New York, as vice-president, with headquarters in New York.

Advertising Sells Canned Milk to Farmers

Carnation Milk Products Company Goes After Canadian Prairie Trade —Many Advertised Articles Still Overlooking This Potential Field

THERE is nothing like cold type to bring us up short, in belated appreciation of an interesting, very significant condition.

The New England professor who enunciated the principle that "common in experience, uncommon in writing" material is the stuff, of all stuff, that great literature is made of, might have gone further. He might have included advertisers who, without precedent, capitalize with advertising a widespread, common condition. We may quarrel over what constitutes "true to life" literature, but we know what "true to life" advertising is. It is advertising which seizes on a real, if unacknowledged, generally taken for granted, or even just overlooked opportunity in economic conditions or old or new human needs, tastes, or cravings.

If it is "common in experience, uncommon in advertising," material, then we are apt to see some unusually effective advertising. Effective, we mean, as to appeal and results.

The Carnation Milk Products Company, in a little campaign up in the Canadian prairie provinces, illustrates the point well. The Carnation people, beginning in 1918, have used moderate space calculated to reach practically all those agricultural regions of Canada where dairying is not a factor. These advertisements sell evaporated milk to farmers.

"Pure, Rich Milk Without the Bother of Keeping Cows," is one head. The farmer's wife is pictured buying Carnation Milk over the counter of the general store.

"Fresh, Rich Milk On The Prairie," is another head. A farmer is quaffing a tumbler of milk, and in one corner Carnation Milk is pictured—the same, cheerful, bright-red cans which we well remember in publications of large general circulation.

"Good Cow's Milk on the Prairie," reads another head.

The Carnation Milk Products Company is advertising canned milk to farmers—of all consumers.

"Say, what is a farmer in business for, anyway?" orates Ruination Bow Wows Jones. "What are we coming to, when fool farmers are too lazy to fuss with cows, and have to buy canned milk? The self-sustaining farm doesn't any longer exist, and if the canned milk companies should trip up, the railroads go out of business for a month, half the farmers in the United States and Canada would starve!"

CARNATION ADVERTISEMENTS RECOGNIZE AN EXISTING CONDITION

These Carnation advertisements to farmers may strike the uninformed person as spectacular. They fall in the "uncommon advertising" class. But they are common in experience right straight through. If there is anybody on earth who is a good prospective customer for canned milk, it's the Canadian prairie farmer. Moreover, in any list of prominent future users of canned milk, it is safe to put the American, as well as the Canadian, farmer, right up front.

Consider the farmer of Manitoba, Saskatchewan or Alberta. He got acquainted with canned milk first as a plucky homesteader, "sticking it out" in loneliness as he conformed to residence requirements and "proved up." He continued to use it as he developed a type of farming in which the milch cow didn't figure. By and by, the district settling up, fresh milk became available, more or less spasmodically. When both the home cow and the neighbor's were dry, canned milk was turned to as a matter of course. Maybe, even, the farmer preferred the

—to serve our clients' interest first, last and all the time, and to let our own reward follow as a necessary corollary:

—to serve our clients' completely in every possible phase of their advertising and sales activity:

—to allow no immediate petty profit to obscure our vision of bigger, better returns in satisfaction and money that consistent service over a period of years will bring—;

—these are the ideals back of the Campbell-Ewald Company's ten years of increasing success.

Stability of organization, soundness of judgment, long successful experience are important factors to consider in the choice of your advertising counsel.

CAMPBELL-EWALD COMPANY
National Advertising
NEW YORK DETROIT CHICAGO

canned milk anyway to the bother of keeping a cow.

It is true that advertising didn't help the farmer. It didn't urge him to use canned milk, or recite the superior qualities of any particular brand. But his good old reliable store man was alive to customers' needs. The quantities of canned milk that store handled were incredible.

Times are changing in Western Canada. The country is pretty well settled up. But the market for canned milk hasn't ceased, now that pioneering is in progress only on the fringes.

NO, THE MODERN FARM IS NOT SELF-SUSTAINING

The prairie farmer first used canned milk because it was his only resource. He is continuing to use it for wholly different reasons. Not only is the farm market consuming enormous quantities of canned milk now, but the market has great potentialities. It is advertised to with good judgment.

"The results have not yet been tabulated and a complete check kept upon the sales to the farmer," Edwin E. Taylor, advertising manager, informs PRINTERS' INK, "but we know from a general survey of the sales in the territories covered by the farm papers that it offers a very good market, and from present indications our efforts have been very profitable. Since using the farm papers we have noticed a substantial increase in the sales for the farming section.

"In view of the nature of the country, and the fact that the farmer is in the habit of buying in large quantities, we, as a general rule, suggest that his purchases be made by the case. Practically all our copy carries this thought."

The number of farms in the United States and Canada which do not keep cows is enormous, and it is constantly growing.

So if the farmer buying canned milk strikes Ruination Bow Wows Jones as shiftless, Ruination is all wrong. The American farmer has departed from the old farm ideal because he could make more money by doing so. He has become the most successful business farmer in the world. For the same reason he has handed buttermaking over to creameries, marketing to efficient co-operative sales associations. He buys a great deal of his fruit, much of his meat. Some of the best customers of the oleo manufacturers, so declare the dairying interests, are farmers themselves.

"In a great many of the dairying districts in which we have condenseries," Mr. Taylor informs a representative of PRINTERS' INK, "we find that the daily farmer will sell us his raw milk and will purchase Carnation by the case and take it home for his own use. We believe this is due to the fact that the farmer is thoroughly familiar with the process of evaporation, has an opportunity actually to see the sanitary conditions that prevail in the factory, and he knows from experience that Carnation is absolutely pure."

This is indeed a tribute to the product. It is also a tribute to the farm families themselves. The farmer, we can be sure, has his own special reasons for this practice, and undoubtedly one kind of thrift is mixed up in them. If it is done for convenience, we see Americans putting a definite pecuniary value on this advantage. If it is because milk in this form, for certain domestic purposes is especially liked by the farm-wife, then we see the progressive farmer willing to abandon old habits to make some feature of home cooking or the home table more agreeable or satisfying. Either way you look at it, the American and Canadian farmer stands forth in a most significant light to advertisers.

The American farm isn't "self-contained" or "self-sustaining" any longer. And this condition is of basic importance to advertisers. This old idea of the farm, hanging on, is doubtless partly responsible for the large number of things the farmer buys, but which are seldom, or never, directly advertised to him.



Another booklet bound in INTERLAKEN

Printed by The Franklin Printing Co
Philadelphia, Pa.
Bound by The Murphy-Parker Co.
Philadelphia, Pa.

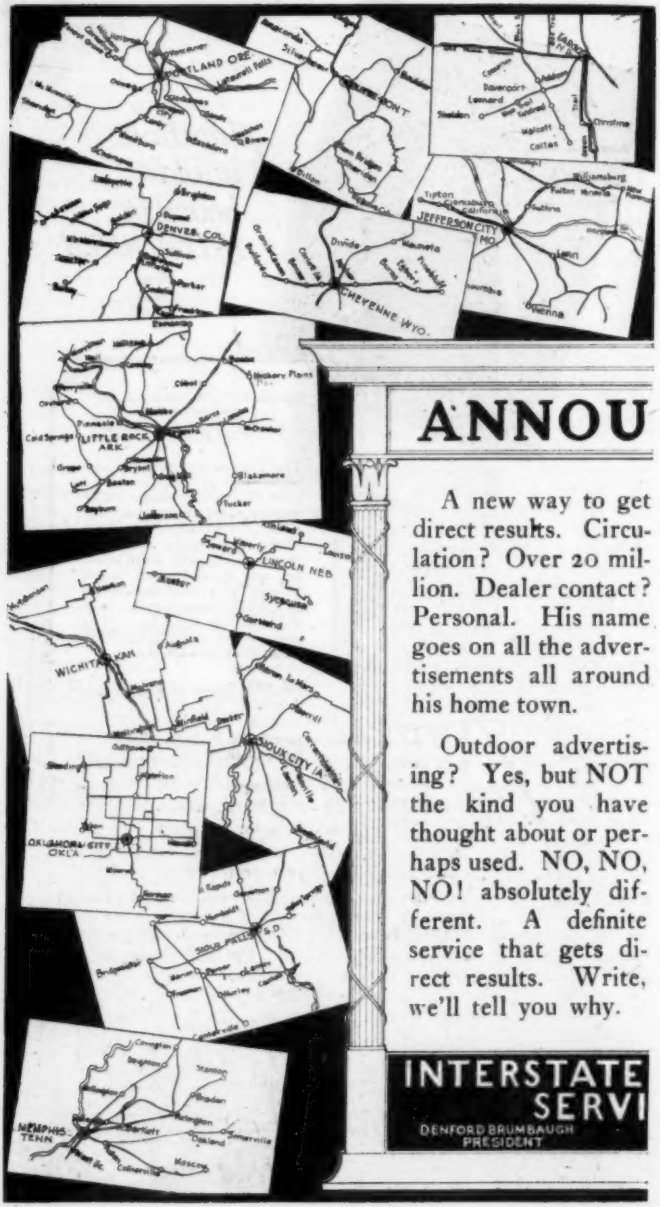
The Traylor Engineering and Manufacturing Company, Allentown, Pa., bound its exceptionally well-prepared story of its war work in INTERLAKEN Book Cloth. The story was well worth writing, well worth printing and certainly well worth binding in a way that would SUGGEST its importance and INSURE its long life. The specification of INTERLAKEN Book Cloth was inevitable.

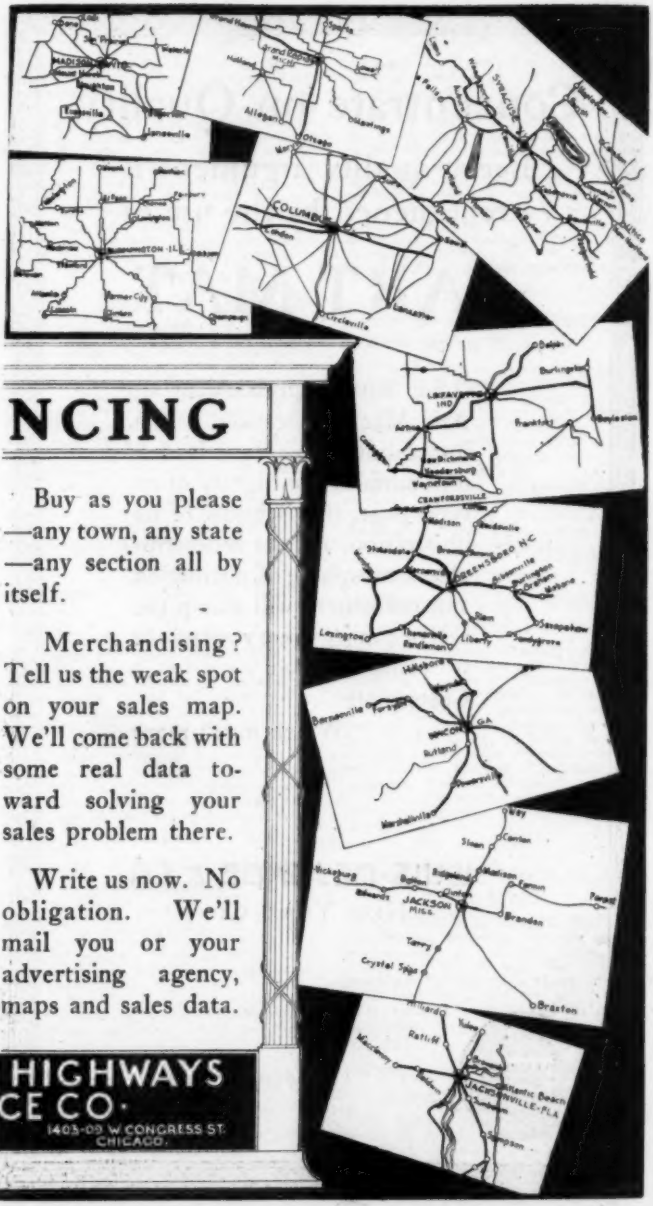
AFTER all, why give a booklet or a catalog months of time, thought and effort, and then send it out into a world that gets its first impression of IT and YOU from the cover, unless you are SURE that that impression will be a good one?

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It contains some interesting facts about the economy of cloth covers.

INTERLAKEN MILLS, PROVIDENCE, R. I.

Interlaken Book Cloth The standard since 1883


ANNOU
A new way to get direct results. Circulation? Over 20 million. Dealer contact? Personal. His name goes on all the advertisements all around his home town.
Outdoor advertising? Yes, but NOT the kind you have thought about or perhaps used. NO, NO, NO! absolutely different. A definite service that gets direct results. Write, we'll tell you why.
INTERSTATE SERVI
DENFORD BRUMBAUGH
PRESIDENT
PORTLAND ORE
DENVER COL
CHEYENNE WYO.
JEFFERSON CITY MO.
LITTLE ROCK ARK.
LINCOLN NEB.
WICHITA KAN.
SIOUX CITY IA.
OKLAHOMA CITY OKLA.
SIOUX FALLS S.D.
MEMPHIS TENN.



NCING

Buy as you please —any town, any state —any section all by itself.

Merchandising? Tell us the weak spot on your sales map. We'll come back with some real data toward solving your sales problem there.

Write us now. No obligation. We'll mail you or your advertising agency, maps and sales data.

HIGHWAYS
CE CO.
1403-09 W. CONGRESS ST.
CHICAGO.

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.

NEW YORK CITY



Club Aid in Advertising American Relief

At the request of the local committee of the American Relief Administration the Advertising Club of St. Louis has handled the publicity and advertising campaign for the sale of Food Drafts. Allan H. Clark, of the Gardner Advertising Co., Inc., was chairman of the committee and wrote and directed the campaign. Big space was used in the English dailies in St. Louis and the same copy was translated and run in eleven foreign language newspapers. Banks and business houses contributed the funds to pay for the advertising.

E. A. Sutphin's Field Extended

The national advertising departments of *The Sun and New York Herald* and *The Evening Sun* have been consolidated. Under this arrangement E. A. Sutphin, who has been manager of national advertising on *The Evening Sun*, will be in charge of national advertising for the two papers. He will have associated with him Eugene J. Cullen and E. R. Hodgkinson.

Harry Wilde Harris, who has been handling book advertising on *The Sun and New York Herald*, will now handle this classification for both papers.

Teachers Advertise for Better Jobs

High school principals and teachers of St. Louis are using the "Situations Wanted" columns of the local newspapers to secure change of employment as the result of the low salaries they receive. In a recent Sunday issue six teachers advertised for better jobs. All told of college and technical training and expressed desire for connection with "better paying business." Since January first six high-school teachers, one an assistant head principal, have resigned and entered the commercial field.

Hercules Products Co. Appoints Agency

The Hercules Products Co., Council Bluffs, Ia., has appointed the Blood-hart-Soat Company, Omaha, as its advertising agency. Copy is being sent to national periodicals, farm papers and trade journals.

The Hercules company, which recently moved to Council Bluffs from San Diego, makes a solder in paste form.

W. S. Donaldson With "The Billboard"

Walter S. Donaldson, formerly vice-president of the National Printing and Engraving Company, St. Louis, is now with the New York office of *The Billboard*, Cincinnati.

J. A. Meyer Advanced at Rankin Agency

Joseph A Meyer, for a number of years a member of the space buying department of the William H. Rankin Co., Inc., Chicago, has been given charge of that department as a part of the reorganization plan made necessary by the death of Frank Beath, who was newspaper space buyer for that agency. Mr. Meyer will have complete charge of buying space in newspapers, magazines, farm papers, trade papers and theatre programmes. L. W. Gealer will have charge of the detail work of the newspaper division and W. G. Nothacker of the magazine department.

Greig & Glover Agency Resumes Business

Greig & Glover, advertising agency, Chicago, have dissolved their association with Greig & Ward, Chicago, and have resumed the conduct of their advertising agency. James Ashton Greig is president and treasurer and Walt Bloeser vice-president and general manager of the reorganized agency.

This agency has just secured the advertising account of the Continental Candy Corporation of Chicago. A campaign for that account soon will be started in national mediums.

Willcox and Sebbs With Class Journal Co.

L. G. Willcox, formerly with the McGraw-Hill Co., Inc., New York, representing *Power* at Chicago, has recently become a member of the merchandising service department at Chicago of The Class Journal Company, New York. Louis H. Sebbs, formerly manager of the sales promotion department of the Chicago Pneumatic Tool Company, has also become associated with the merchandising service department at Chicago of this publishing company.

Omaha "News" Adds to Service Staff

J. H. McMillan, formerly field manager for the Bellringer service agency, Omaha, and for several years copy writer and layout man for different agencies in various parts of the country, has joined the staff of the Omaha *Daily News* as a member of the service department.

Washington Better Business Bureau Needs $10,000

The recently formed Better Business Bureau of Washington, D. C., will need $10,000 in order to carry on its work. Plans for raising this amount were made at a meeting of the Advertising Club of Washington on March 16.

A Salesman's Ten Cans

Guideposts Erected on the Road to Success

By A. Jos. Newman

1. I Can Be Polite.

Politeness is every necessary attribute that eliminates even the semblance of friction with your cutsomer. Punctuality in keeping engagements and accuracy in making statements are twin brothers to politeness.

Be as polite at a turn-down as you are thankful at a write-up. Be firm in your own opinions, diplomatic in your expression of them, but duly considerate of the ideas of others.

2. I Can Be Busy.

Keep busy in planning with a purpose and performing with a promptness. Proof of being busy lies in the work you accomplish, not in the mental impressions you create. Be Busy—not necessarily to reap bigger benefits for your house, but because a busy man is a business builder for himself.

Results are the only right ring on the register of Busy-ness.

3. I Can Be Patient.

The "kid glove" position comes after the successful handling of the "overall" job.

Sell your services with a liberal gratis deal attached and do not hurry your request for payment.

Be as patient in demanding recognition of your efforts as you are persevering in deserving recognition.

4. I Can Be Studious.

Study your territory and study your goods. Learn to know why your product will sell, and be a teacher of how to make it sell.

It is just as important to know where to find Knowledge as it is to have Knowledge. Ten minutes study may find the answer to the problem that took a wiser man ten months to solve.

Be original in your creations, but profit by studying the experience of others.

5. I Can Be Sincere.

Evidence of sincerity in your line of argument awakens interest, while a four-flushing chatter arouses suspicion. Lack of candidness on your part may "hook" an order now and then, but it never permanently "lands" a customer.

Say precisely what you mean to do, and Do exactly what you say.

6. I Can Be Honest.

Honest with your trade and honest with your firm, but most of all—be honest with yourself. Turning a trick in the belief of "getting away with it" always reacts like a boomerang. A slick sale to the dealer means sure suicide with the dealer.

Even in a pure selfish view, Honesty is the best policy because the dividends all accrue to you.

7. I Can Be Confident.

Confidence is the absolute certainty in your own mind that you can successfully close the sale before you even open up your sample. Confidence springs from Faith in your goods; Reliance on your knowledge of them, and Assurance of your ability to make manifest their merits.

Accomplishment always follows that it-can-be-done attempt.

8. I Can Be Loyal.

Give allegiance to your house in thought, word and deed. When you can't find it in your heart and head to do so, make room for one who can.

To fall down on your job is an excusable slip-up, but to lie down on your job is rank rebellion.

9. I Can Be Enthusiastic.

Enthusiasm is not excitement; it is earnestness. Not frenzy, but fervor. Not arrogant braggadocio of your goods, but ardent belief in your goods.

Enthusiasm is lasting, not temporary. It carries the dealer with you, not away from you. It makes him sell your goods as well as buy your goods.

10. I Can Be Happy.

The greater your distribution

FORTIFY YOUR PRESENT MARKET AGAINST FUTURE COMPETITION

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

No stock to carry. *No detail* to worry over. *No investment* for premiums. You pay *after* the sale has been made.

The following firms that we serve are a few that may be referred to:

The Nestles Food Company
Lever Brothers Company
The J. B. Williams Co.
Foulds Milling Company
Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone

THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

A Service For Advertising Agencies Only

Wouldn't it be a splendid service for your client if you were able to GUARANTEE to him a distribution of his goods BEFORE a line of advertising is inserted in the newspapers and at no additional cost other than the rate charged for the advertising space

By **Frank R. Hammett,** ***President***
NEWSPAPER MERCHANDISING SERVICE CO.
Newspaper Special Representatives
109 N. Dearborn St., Chicago

Cost of Distribution Eliminated

By using our service the manufacturer eliminates all selling costs and salesmen's expenses and gets dealer co-operation.

Service Only Through Advertising Agencies

We are offering this service through advertising agencies for their clients. The regular established agency commission is allowed. *We do no business direct.*

Agencies Overhead Reduced

Our system of checking and billing effects a great labor saving for the advertising agency. We furnish one bill in duplicate for all the papers in each state. We also furnish marked copies of each publication in their order at the end of each month for proof of publication.

Advertising Under Agency Direction

The advertising is done entirely under your direction and your procedure on the insertions is no different from your operation on any ordinary account, excepting of course that you are relieved of all detail. We send the copy from your Agency to the publisher.

Our Corps of Salesmen

We have a corps of high grade salesmen who actually sell the merchandise to the retailers and jobbers in the Illinois and Wisconsin cities. Every sale is guaranteed by us to be a true desire on the part of the retailer for the merchandise. *We do not consign or guarantee the resale of the article to the retailer.*

We Have Dealer Acceptance

The retailers are giving us their fullest co-operation because we have a "square deal" understanding with them and in all of our dealings we have carried out this understanding to the letter.

Following are the three points upon which this understanding is based:—

1. We will not bring to their city an article that does not yield them a legitimate margin of profit. This is the first time in the history of space-selling that an advertising medium has taken into consideration the margin of profit to the retailer.

2. Every article that we sell the dealer will be advertised in his local newspaper on a non-cancellable contract.

3. We will not load a retailer with a new product on the initial sale. You can readily see that in this fashion we are protecting the retailers from every angle and as a result we have secured their confidence and co-operation. For this reason, you can appreciate the fact that a manufacturer having his product introduced by our service is looked upon by the retailer in a friendly light.

The Number of Newspapers

The Newspaper Merchandising Service Company representing 55

of Illinois' best daily newspapers and 30 of the best Wisconsin daily papers through its corps of expert merchandising men, who travel these cities, can establish a meritorious piece of merchandise in Illinois and Wisconsin quicker and for a much lower cost than any other known method of advertising and distribution.

Complete State Distribution

An article distributed to our 55 Illinois cities and 30 Wisconsin cities compels complete distribution in both states, with the exception of Chicago in Illinois and Milwaukee in Wisconsin.

Such a distribution as we are able to secure in these two states, backed up by local daily newspaper advertising, greatly reduces the resistance of introducing an article in both Chicago and Milwaukee.

An article so distributed and advertised becomes active for the jobbers serving these two states.

Circulation

The combined circulation of the 55 Illinois newspapers exceeds 325,000 daily, no duplication.

The combined circulation of the 30 Wisconsin newspapers exceeds 145,000 daily, no duplication.

The Illinois newspapers reach one in every two families outside of Chicago. The Wisconsin papers reach more than one in every three families outside of Milwaukee. Advertising copy going through such circulation has the highest reading attention of any known medium.

Distributing Centers

The 55 Illinois cities are the distributing centers of three-fifths of the population of the state and are a larger market than the city of Chicago and a more acceptable market for most merchandise. The same condition prevails in Wisconsin, as the 30 cities in our organization offer a much better market than the City of Milwaukee.

Manufacturer Controls Sales Policy

The selling policy is entirely in the hands of the manufacturer at absolutely no cost to him, other than the rate charged for the advertising space.

Our Contract

The number of retailers to be stocked with an initial order and the minimum amount of merchandise sold to each retailer is made a part of the advertising contract. No advertising copy is released in any city until these two guarantees have been fulfilled and further, no advertising copy is released until the merchandise is on the shelves of the retailer.

As far as distribution and the releasing of advertising schedules are concerned, each city is complete in itself. That is, when distribution is made and the merchandise is delivered to the dealers, advertising copy is released in that particular city.

Cost

The combined advertising rate per line is the cheapest per thousand of circulation in existence, considering the services rendered.

This is the first effort on the part of newspaper representatives of entire states to intelligently engage in the distribution of merchandise to the retailers in their respective cities in advance of advertising copy being released.

Local Advertising "Pulls"

We have concrete evidence that the advertising is pulling by our

salesmen taking re-orders from the retailers amounting to many times the amount of the original sale.

Newspapers Discontinue Co-Operation

For many years it has been customary for you frequently to call upon newspaper publishers to co-operate with salesmen in selling goods in order that your client might be enabled to advertise in local papers. There have been many abuses in this practice as you well know, and publishers not only have become skeptical about the amount of advertising they will receive for the effort employed, but in most cases they have discontinued the policy of co-operation altogether.

Additional Territory

At present we are confining our efforts on behalf of manufacturers to Illinois and Wisconsin, but in the immediate future you will be able to contract for this service in Indiana, Iowa, Ohio, Michigan and Minnesota.

Creates New Agency Accounts

A service of this nature will enable you, without risk or liability, to *try out* new campaigns in order to get a reluctant client started in the right direction. You can of course just as readily appreciate how invaluable the same service is to an established advertiser whose volume of business is not up to expectations in this particular territory.

We Have Demonstrated for Two Years

Please remember our contention regarding the value of our service to the Agencies is based altogether upon *what we have already demonstrated* time and again for well known Agencies both East and West.

By appointment one of our representatives will personally assist you in the development of new accounts.

Advertisement

of Happiness, the larger your stock on hand becomes. The more you give, the more you get back.

Happiness is the real Charmed Chief of the whole Can Clan. A smile is the badge of Happiness. Wear it!

Copy That Would Blow Out the Fuse

THE HOLTZER-CABOT ELECTRIC CO.

BOSTON, MASS., March 17, 1920.

Editor of PRINTERS' INK:

There is a slight discrepancy on page 74 in your article, "Retail Selling Suggestions Form Keynote of Business Paper Advertising," in the March 11th issue. To quote "such interesting stunts as connecting the toaster and the percolator to the current at the same time," I am very much inclined to think that the result would be quite an "interesting stunt."

Without going into technicalities, the maximum that the Underwriters permit at any socket is 660 watts (unless the house is especially wired for higher current).

Now, a toaster is usually around 550 watts and a percolator about the same. It is immaterial that 550 watts goes into each receptacle, but it does mean something if 1,100 watts goes into one socket—almost twice as much as the Underwriters consider safe. What would happen?—why if the fuses did not blow and put all the lights out in the house, a weak spot in the wiring would heat up to such an extent that fire may result.

Let me try to simplify this. Supposing there was a good, husky hook attached to a wire rope and this wire rope was tested up to an absolute maximum of 550 tons. We now hang this weight upon the hook—the rope will, of course, support the weight. We now hang another 550 tons on the same hook—the hook still holds but what of the rope? The weights are your "toaster" and "percolator," the hook is your "socket," and your rope is the "wiring." All of this is not scientifically exact, but it is an approximation of what would happen.

Therefore, let me kindly advise my fellow advertising men not to put a toaster and percolator on together; the toaster with one or two lamps or a fan is all right, but over a kilo-watt of energy on the ordinary house wiring is far too dangerous to attempt.

R. VAN RAALTE.
Advertising Manager.

Seeds Agency Has Purity Oats Account

The Purity Oats Company of Keokuk, Ia., is now a part of the American Hominy Company and its advertising hereafter will be placed by the Russel M. Seeds Co., of Indianapolis.

What is ART?

Ruskin defines it as making beautiful things useful and useful things beautiful. Since existing things must justify themselves on one or the other count, preferably on both, we believe Ruskin approximates the complete definition.

In the advertising world we say the same thing in a different way—Artists First—Advertising Men Nevertheless.

Associated Artists of Philadelphia
1630 Sansom Street

How do your salesmen dispose of price objections? Are they working their territory to best advantage How do they handle the buyer who "can't be sold," who "isn't interested," etc.? Are they cashing in on their spare time?

FIELD TACTICS FOR SALESMEN

reviews the most successful plans and methods used by star salesmen the world over. It is more than a manual on better salesmanship—it will give your salesmen a new perspective of their relation to the business and inspire them to bigger thinking and bigger doing. Most practical, concise and helpful handbook for salesmen published. Compiled by J. C. Aspley, editor of Sales Management Magazine, with the co-operation of over 800 sales executives subscribing to the Dartnell Monthly Sales Service.

Information the Book Contains

More Money with Smaller Territories
How to Appraise a Territory
Working a Metropolitan Territory
The Importance of an Early Start
Working a Provincial Territory
Where to Get Data on Local Conditions
When the Buyer Isn't Interested
Swinging the Whole Proposition
How and When to Close a Sale
Chart of Common Objections and How to Meet Them
Turning Objections Into Reasons for Buying
Disposing of Price Objections
Meeting Price Interruptions
The Stall "I Never Had a Call"
The Man Whose Business is Different
"Come Back and See Me Later"
Making the Most of Time
Why Salesmen Fail—An Analysis

The Manual is 112 pages, well printed on heavy paper. Pocket size. Bound in Boards. Uniform in style with other Dartnell Standard Manuals for Salesmen (see list below).

Sent on Approval, Mailing Charges Included, $1.10

Other Dartnell Handbooks for Your Salesmen

"What a Salesman Should Know About Advertising."—Cites case after case where salesmen have used their company's advertising to increase their personal sales. Designed to build closer co-operation between salesmen and the advertising department.

"Salesman's Correspondence Manual."—Sells the sales force on the value of writing regular and concise reports to the office. Shows model reports. Gives examples of advance letters, customer letters, etc.

"What a Salesman Should Know About Credits."—Makes salesmen realize that a sale is not a sale until the bill has been paid. Shows them how close collections make for more business. A co-operation builder and a valuable book.

The above manuals are priced at $1.10 each and are sent on approval subject to return if not satisfactory. Special price for all four manuals $4.00, mailing charges paid.

"What Every Salesman Wants to Know"

"You have certainly gotten together some good, sound logic which appeals to the man on the firing line. I think it is one of the best things I have ever read. The appeal is especially strong because it is couched in the homely, everyday language which means so much to the men in the selling end. The average salesman from time to time welcomes information such as this, and I am sure we all are deeply indebted to you for this little book."—W. A. Cory Sales Mgr., Otis Elevator Co.

"Absolutely Practical"

"Please enter our order for one dozen copies of FIELD TACTICS. You certainly have gone a long way since you started The Dartnell Corporation, and you have kept your feet so long on the ground that you are building up a remarkable reputation for being absolutely practical."—H. D. Allen, The Power Farming Press.

"Very Valuable Information"

"In my opinion, FIELD TACTICS contains a lot of valuable information and facts from which any salesman may profit. Please enter our order for 100 copies."—A. D. Graves, Mgr. Trade Sales, Pratt & Lambert, Inc.

"Best Book I Ever Read"

"FIELD TACTICS, which you have just sent me, is one of the best books I have ever read on this subject. Every salesman who reads this book is sure to profit greatly by it, and we think so well of it that we are anxious to have our salesmen receive a copy of it. Please quote me a price on seventy-five copies."—A. W. Logan, Sales Mgr., G. Sommers & Co., St. Paul.

THE DARTNELL CORPORATION

Publishers "The Dartnell Monthly Sales Service," "Sales Management Magazine," Books and Special Reports for Sales Executives

1980 BROOKS BUILDING, 223 WEST JACKSON BOULEVARD, CHICAGO

Sell People from Their Point of View

President Jordan, of Jordan Motor Car Company, Points Out the Expanding Market and Also Warns Against Lack of Sales and Advertising Preparation—The Coming Business Battle

THE necessity of picking up speed in advertising and selling during the present period of prosperity was emphasized by Edward S. Jordan, president of the Jordan Motor Car Company, of Cleveland, in an address before the advertising council of the Chicago Association of Commerce.

"We find it unprecedentedly easy to sell automobiles," he said, "but just the same the trains can't move fast enough and there are not enough hours in the day to suit me.

"What we must do is develop sales ability, train men to understand one simple thing, and that thing is to go out and sell people from their point of view. Don't be constantly selling them from your point of view. If your factory is the biggest factory in the world, people may not be interested in that, but be interested in their comfort. Your service above all should be good and then your prestige in that case will take care of itself.

"There is a battle coming and it will not be decided upon any flimsy, clever advertising or any clever sales approach or any clever conversation; it will be decided on the public impression and the individual impression of the men or the car or the merchandise as to whether they possess character and decency, and can serve.

"Before the war we spent about three billion a year for liquor and two billion ninety-four million for dry goods. So this item of three billion is now available for the purchase of other things. In addition to that, we have a wonderful agricultural situation. Regardless

Confidence

One day last month the owner of one of New England's oldest, best known and most profitable woolen mills came to our office and asked us to name a young man for superintendent of his two mills, preferably a man who had some property of his own and realized property values, a man to whom he could ultimately give an interest in the business and finally turn over the full management of the mills.

This mill owner—outside of his textile interests—is very wealthy and very busy in other lines. He is a big real estate owner and he controls one of the most important New England street railway properties, he owns important hydro-electric power properties, etc. He put up to us absolutely the selection of his superintendent with the idea of making the man a full partner in the important textile manufacturing business. We named the man and he has been engaged.

This mill owner himself is a subscriber of the Wool and Cotton Reporter; his brother, who was the head of the mill until his death, was a subscriber of the Wool and Cotton Reporter, and this man's father was a subscriber of the Wool and Cotton Reporter. The man who has been chosen as superintendent has been a subscriber of the Wool and Cotton Reporter for many years.

We suppose that men of this kind have the same confidence in Wool and Cotton Reporter advertisers that they have in the Wool and Cotton Reporter publishers.

We would be glad to introduce anyone to both of the men named above—and this means a personal introduction as well as an introduction through our advertising columns—either or both.

In any event, "Bennett Service" whether or not you advertise or subscribe.

Standard 7x10 Page

Advertising rates upon application

American Wool and Cotton Reporter

530 Atlantic Ave. Boston, Mass.

Designed by JACK SMITH

"Gotham for Art Work"



Our new telephone numbers are Madison Square 8517 8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN-Managing Artist

Good, Better, Best.
Never let it rest.
Till the Good is Better
And the Better Best.
COPYRIGHTED

of where stocks go in Wall Street, we know perfectly well that the farmer is out there with money, with the resources, with the wealth coming out of the ground.

"The 1919 crops exceeded 1918 by one billion. There were fourteen billion against thirteen billion in 1918, against twelve billion in 1917. The grain growers in this country have received four hundred million dollars more this year than ever before. It may interest the men in the advertising business to know that just as soon as the bankers began to talk last fall about the extravagance of the people and the necessity for the Federal Reserve Board to do something to stem the tide of extravagance, we put on about fifteen farm papers and spent one-fifth of our appropriation in the farm papers. You ought to see them come in a $2,975 automobile.

"We have passed, in the automobile industry, practically through one stage, and we are coming into another stage. The engineering development is practically over. There will be refinements made from time to time, but that stage is practically over. We are passing now into the heavy production stage and riding up to the greatest battle for business that anybody could ever possibly conceive of. Think of the opportunities that are developing for young men in this country, but let me say this, nowhere are there opportunities that can equal the opportunities in the transportation business."

P. W. Graham Returns to "Rural Canada"

P. W. Graham, who has been advertising director of the Continental Publishing Company, Limited, Toronto, publisher of *Everywoman's World*, *Everywoman's Needlecraft Companion* and *La Canadienne*, has returned to the Young Canada Publishing Co., Toronto, publisher of *Rural Canada*, as a director with the office of treasurer. Mr. Graham will have charge of advertising and of the technical service end of the publishing of *Rural Canada*, and of other publications shortly to be announced. Before joining the Continental Publishing Company, Mr. Graham was advertising manager of *Rural Canada*.



Kennedy
Covers the World

Do it right
the *first* time

Correct foreign trade counsel implies intimate knowledge of markets; of the buying tendencies of their peoples—a close acquaintanceship with goods. The foreign advertising agency unable to formulate productive sales plans and to direct campaigns becomes merely a space broker. There are two cardinal requirements of the efficient foreign advertising agency, viz: overseas sales experience and forceful copy *written in the country of publication.* We possess the former—our methods include the latter. *May we and our agencies abroad consider your problems?*

William Kennedy, Inc.

208 South LaSalle St., Chicago

Foreign Advertising and Merchandising Counsel

Johnny Martin says



Who cares for gossip's evil tongue?
Who cares for stupid lies
When we can see the boundless love
And truth in doggie's eyes?

MARTINOGRAPH No. 2

Sentiment

JOHN MARTIN has much sentiment, but there is *no sentimentality* in his make up. It is this sentiment that takes JOHN MARTIN'S BOOK straight to the hearts of his subscribers, BIG and little.

Our subscribers have a sentiment for JOHN MARTIN'S BOOK and *all it contains.* Our advertisers share this loyalty and sentiment.

DON'T YOU WANT YOUR SHARE? It is a priceless *plus* to the living value you get through an intensely vital and much-loved medium. You can't *buy* this in any other magazine to the degree we *give* it to you. Yes, this loyalty is logically yours when you become a part of

JOHN MARTIN'S BOOK

The CHILD'S MAGAZINE (once a month)

JOIN US

¶ Put a dash of sentiment into the day's work. It pays. *It lives.*

¶ MR. ADVERTISER, try two or three months of John Martin's Book on *your child,* (if under eleven years old).

¶ See how the Ad pages pull in *your home.* "The child is *TO-DAY'S* impulse for *TO-MORROW'S* success and happiness."

¶ Are *you* using the resistless purpose and power of these eternal and loyal

LITTLE BUILDERS?

JOHN MARTIN'S BOOK, 128 West 58th St., New York

Who Gains, If Editorial Columns Are Perverted by the Press Agent?

Not the Subscriber, Certainly; Not the Publisher, Who Weakens His Paper's Influence; Not the Advertiser—Who, Therefore, Gains?

DOES the man who sends out "educational" material for immediate release in the news columns of farm papers perform a distinctly useful service or is most of his free publicity worth what its name implies—nothing?

Has the press agent a duty to perform in the interests of the subscriber which the eagle-eyed editor kills by the scrap-basket route—or does his work result (even when successfully slipped by the editor) in publishing one side of a competitive argument which should be fought out in the advertising columns?

Last week the views of the man who sends out the press material were presented by Mr. Wilson of the DuPont company, with some footnotes by the editor of PRINTERS' INK. Agents who place advertising in farm publications seem to be more in agreement with the footnotes than with Mr. Wilson's contentions. Henry Lee Staples, president of Staples & Staples, Inc., of Richmond, goes to the heart of one of Mr. Wilson's arguments and disproves its conclusion geometrically thus:

"Given: That the manufacturer mentioned by Mr. Wilson has a good method of stump eradication, or ditch digging, which the farmer should know.

"To Prove: That the farm paper editor should publish reading notices sent out by the manufacturer advocating one method over another.

"1. Dynamite is a good method for removing stumps or digging ditches. Reference: Manufacturers' literature, advertisements and demonstrations. Publishers are interested in teaching farmers better methods. Reference: Any issue of a good farm paper.

"But: There are other good methods of eliminating stumps and digging ditches. Reference: Advertising literature of manufacturers, etc.

"Moreover these manufacturers also advertise the value of their methods. Therefore, publishers cannot make decision as to the best method to use and decide the case of one advertiser against another."

Many publications, of course, test articles offered to their subscribers to ascertain if they make good on claims, and then let the buyer choose without press agent puffs for one article or method against another.

SUBSCRIBERS' INTERESTS NOT SERVED BY PRESS AGENT

Mr. Staples points out further that while manufacturers and publishers are alike servants of the public, it does not follow that publishers should give free space to tell about the product of every manufacturer who so serves. All really successful companies make products which serve some useful purpose, but to tell about each in news columns would make a dictionary instead of a magazine. The dynamite manufacturer, though he is in business to serve the public does not give away his product, why should the publisher? "The editor, hired by subscribers for the purpose," says Mr. Staples, "is the final arbiter of what should go in the paper. He is paid by the subscribers for his advice not for the opinion of a product written by someone with an axe to grind." There are hundreds of implements and methods which farmers should know about, many of them are told about in the bulletins issued by the Agricultural Experiment Stations.

Mr. Staples says further:

"As an advertising agent, I have

Keeping Up With The Times

A FACT A WEEK

When a paper had two editions a day, and suspended one because of inability to get enough paper, wouldn't it be reasonable to expect there would be enough drop in circulation to relieve the situation somewhat?

The Washington Times, however, with one edition a day now has a larger circulation than it previously had with two editions.

Evidence—and pretty emphatic evidence—of the growth of The Times habit in Washington.

The Washington Times
WASHINGTON, D. C.

been more on Mr. Wilson's side of the fence, than I have in the publishers' pasture. Many and devious are the ways through which I have seen news items gain access to the columns of farm papers. On one occasion, I saw the manufacturer of a big company get a great many of the editors to come to his plant to show a new process which they had perfected—and a very good process it was.

"But, in most cases, these editors refused to advocate his plan over that of the other very successful methods which were being employed.

"Unable to get a great deal of free space in this way, he conceived the idea of getting some farmers, who were more or less interested in his product, to write the articles. He selected men who were crop correspondents or occasional contributors to various farm papers. These contributors sent in articles, whether written by them or not, I cannot say. They never went to the advertising department at all, but went straight to the editor's desk and, in a great many cases, they gained access to the columns as material from subscribers. Frankly, I think such methods are not worthy of a big manufacturer.

"After fifteen years of constant farm-paper advertising, I have had the conviction constantly borne upon me that the papers which prostitute their columns very seldom have anything worth prostituting. I have found that the papers which have little influence, and which seldom pay where results can be readily traced, are always ready and willing to give space to write-ups. Usually, they have such a small or poor editorial staff that it is hard for them to get material."

It is interesting to note Mr. Staples' experience as opposed to Mr. Wilson's in reference to pulling power of mediums which did and did not run the press material.

"At one time I was acutely interested in the advertising of a machine for grinding limestone on the farm. It was already the conviction of a great many of these

Who reads *Your* "ads"?

After "old high-cost-living" has hit the incomes of many good folks their bank balances are remarkable for "low visibility."

But people who are interested enough to pay $6.00 for a magazine, to keep posted on securities of all kinds, have an income and surplus which permit purchases of automobiles, office appliances and furniture, industrial equipment, motor trucks and all kinds of good merchandise.

Every reader of

The MAGAZINE of WALL STREET

"Published for a Nation of Intelligent Investors"

has an income large enough to leave some surplus after purchasing the actual necessities of life.

"Printers' Ink" means more to you than a name—and so "The Magazine of Wall Street" is *More Than Its Name Implies*—

It's a National Institution

This magazine treats of Wall Street *only* in the sense that it represents the financial and investment center of the country.

Its one definite purpose is to interpret business, economic and investment conditions. It aims to educate readers to a correct understanding of the importance of obtaining FACTS about these things—and supplies these FACTS in clear, interesting and non-technical form. It aims to aid them in selecting investments that will assure financial independence.

Because The Magazine of Wall Street is edited in a comprehensive, non-professional and interesting way it has grown to be the largest publication in this field. 47,000 copies of the March 20th issue were printed—and our circulation is growing rapidly. (*Member Audit Bureau of Circulations*).

Prosperous farmers, business men, professional men—and now-a-days many well-paid mechanics—are just as interested in securing investment facts as are bankers, captains of industry and stock brokers.

Special Research Service for Advertisers

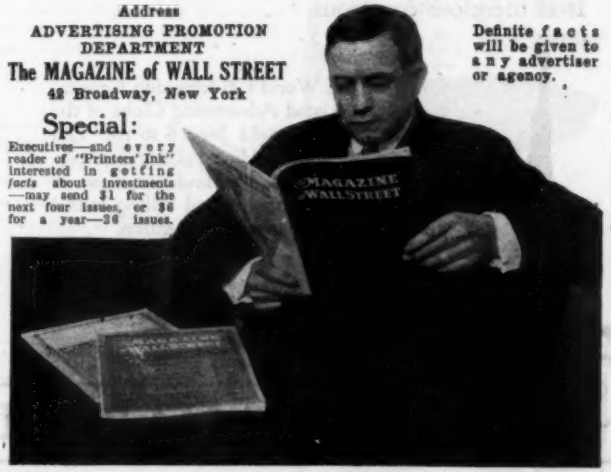
We offer you the benefit of research work by our staff in regard to the analysis of actual results obtained through various forms of advertising placed in this magazine.

Address
ADVERTISING PROMOTION DEPARTMENT
The MAGAZINE of WALL STREET
42 Broadway, New York

Definite facts will be given to any advertiser or agency.

Special:

Executives—and every reader of "Printers' Ink" interested in getting *facts* about investments—may send $1 for the next four issues, or $6 for a year—26 issues.

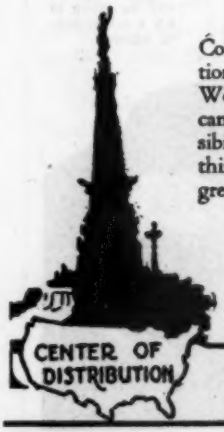


WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

A Courteous City!

INDIANAPOLIS is not the largest city in the world. It may be only third in the hog packing industry. In automobile manufacture it is second, though first in quality car production. It may be only fifth in the publishing business. But it is a *courteous* city. They say "Thank you" in Indianapolis.

This is only natural. Indianapolis is the center of population. More cities of over 30,000 population can be reached in a night's ride from Indianapolis than from any other city in the country. Indianapolis is a *selling* city. It has the selling idea. It is therefore courteous.



Come to the World's Advertising Convention of Associated Advertising Clubs of the World at Indianapolis June 6 to 10. You can find out about Indianapolis and its possibilities. You can also find out a lot of things about advertising and selling at this great *brass tacks* business convention.

This advertisement published by 1920 Convention Board, The Advertising Club of Indianapolis.

INDIANAPOLIS

editors that ground limestone was better than burnt lime. Yet, I could never induce many of them to take a decided stand on the question.

"The papers which gave the free space for our write-ups failed completely to produce adequate results, but the papers which maintained their arbitrary stand were the ones which stood at the top on the list. Yes, they published a great deal about ground limestone, but it was written by their own editors and of their own volition.

"I have at last decided that the best way to win the co-operation of the editors is not to sneak in through the back door, but to go boldly up and push the button or clank the brass knocker. I believe that if a great many of the manufacturers would attempt to sell the editors and keep them enthused over the idea, they would make far greater strides.

"Let us say there are forty or fifty very influential farm papers in the country, each with one or half a dozen editors. Naturally, these men write about the things which are most constantly brought to their attention. If you can keep their interest focused upon your method, they will naturally write about it, and they write these stories better than any press agent which the manufacturer can possibly hire."

PUBLICITY-SEEKING ADVERTISER DELUDES HIMSELF

Have free reading notices ever produced the remarkable results for a product that straightforward advertising has? Mr. Staples thinks not.

"It is easy to give ear to Circe and her sirens of free space, but usually heeding their calls leads to the rocks of disappointment. While there may be instances of advertising successes promoted through free reading notices, I must confess I am woefully ignorant of their existence. For every one concern which has been greatly helped by the press agent there have been a hundred helped to a greater extent by two-fisted advertising.

"When Seconds Count"



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield-Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY
Chicago Carton Company
4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

WITH MONEY IN THEIR POCKETS

—and a spending inclination — is a 100% fact about ocean travelers. Persuasive copy gets their undivided attention when published in

Ocean Wireless News

THE NEWSPAPER OF THE SEA

Carries conviction to liberal spenders when they are in purchasing mood.

Published daily on ships at sea sailing between ports in the U. S., Canada, Cuba, Porto Rico, Bermuda, Mexico, Panama and South America

Wireless Press, Inc.
64 Broad Street, New York

Also Publishers:
THE WIRELESS AGE

"A paper which takes a decided stand in favor of one method over another is not giving the other advertiser a square deal, and this is something which the American people resent to the utmost. If there is one thing which I would like to blast out of some advertisers' minds—using if necessary, some of the dynamite which Mr. Wilson so ably advertises, it is the idea that papers pay because they run free press notices. My experience, and I have a great many accurate records to prove my contention, shows that the papers which do not run the free press agent notices are the papers which pay the best.

"Pay—not because they refuse to run them—but because the reader influence has been won by just the policy which at this time stands in the way of Mr. Wilson's ambition."

EDITORIAL STRENGTH—AND WEAKNESS

H. H. Charles, president of the Charles Advertising Service, with many years of experience also with the agricultural press to give his words weight, has some specific answers to Mr. Wilson's claims. He says:

"Though the publisher may depend on the advertiser for revenue, the commodity that he has to sell to the advertiser is more than white space or circulation—it is the confidence of his subscribers. This is particularly true of the farm papers. Publishers who have the confidence of their subscribers have no difficulty in selling their advertising.

"Since space is offered on the same terms to all advertisers, it is clearly unfair to give one advertiser more space than another for the same money.

"Publishers are not likely to withhold material because it will help somebody, but they should and do withhold it because it may injure somebody—another advertiser for instance.

"Farm paper publishers have been very liberal in discussing helpful appliances, but even the publisher cannot afford to take the responsibility for a *new* or

A SUCCESSFUL SUNDAY EDITOR
With Extraordinary Motion Picture Experience

You	had your fling at the "movies" and said what you thought of them.
"	discredited the *power* of the motion picture in business—because you couldn't get the sins of the "movies" out of your mind.
"	held out against them until that same *power* forced you to admit that "there might be something in them,"—qualified with a "but." You still had the "movie" baiting habit.
"	took a roundabout way of expressing yourself—incredulity is rarely direct or aggressive, but—
"	said something when you said the ordinary industrial lacked human interest.
We	knew that Industrial scenario writers who were masters of the much-mouthed, little-used "human interest" element were scarce—but we searched until we found Mr. Lyne S. Metcalfe, who was a

Sunday Editor of the Chicago Tribune

	when you advertising men were watching its phenomenal circulation growth.
We	are pleased to announce that the same sixth sense which told him what folks wanted—that keen, trained journalistic instinct **Will Now Edit All Scenario Work of the Bray Pictures Corporation**
"	knew Mr. Metcalfe as film editor of the Keeley-Handy Syndicate; and later as editor of the only industrial motion picture trade paper—The Moving Picture Age—a position that gave him a comprehensive view of the activities of the whole industry.
"	knew that his mail came from all over the world—from every sort of organization—social, religious, educational, civic, business, etc.; from people who wanted pictures and equipment, and producers and manufacturers who make them.
"	wanted what you wanted and we got it for you. This is typical of the experience and training of the experts on the Bray Studios staff. You men who are keen on high grade personnel—remember to—
	"See Bray First"
"	are the oldest, largest and most experienced Industrial producers in America,—Originators and patentees of the Animated Cartoon Process, and of the Animated Technical Drawing; Producers of the internationally known Goldwyn-Bray Pictograph. Our representatives call only by appointment. Correspondence is invited. We can tell you what we can do for you—if you will write us confidentially—what you wish to accomplish.

BRAY PICTURES CORPORATION

23 East 26th Street
NEW YORK CITY

208 South LaSalle Street
CHICAGO, ILL.

The Only International Directory of the Oil Trade

PETROLEUM REGISTER

Published Annually by the
OIL TRADE JOURNAL
America's Foremost Petroleum Publication

Furnishes an accurate, up-to-date mailing-list of all branches of the petroleum industry in the United States, Canada and Mexico—Producers, Refiners, Marketers, Natural Gas Gasoline Manufacturers, Pipe Lines, Oil Associations, Geologists, Engineers and Manufacturers and Supply Dealers serving this vast trade.

The 1919 REGISTER, revised, enlarged and corrected up to the close of the year, contains detailed information about 7,500 companies and individuals, giving names, addresses, list of officers, capital stock, location of properties and other data. The listings include:

397 Refiners.

4028 Producers of Petroleum.

1584 Marketers, Jobbers and Compounders.

86 Pipe Line Companies.

430 Manufacturers of Natural Gas Gasoline by Casinghead and Absorption Processes.

129 Producers, Refiners and Marketers operating in Mexico.

225 Canada Operators.

27 Petroleum Associations.

551 Manufacturers and Supply Dealers, specializing in the making and selling of Equipment to the Petroleum Industry.

The 1919 Register consists of 660 pages. This is an increase of more than one hundred pages over the 1918 edition. It is the most complete work of the kind ever published and an invaluable reference book for everyone engaged or interested in any branch of the oil industry.

Size, 9 by 12 inches, printed on coated book paper and handsomely bound in cloth.

PRICE, $10.00 A COPY

Sent prepaid to any address on receipt of price.
Send Orders and Remittances to the Publishers,

OIL TRADE JOURNAL Inc.

2931 Equitable Bldg. **New York City**

for an untried method or machine.

"The subscribers' rights are usually taken care of by the subscriber. He buys the editor's judgment with the publication and the quality of this judgment either keeps him a subscriber or not as the case may be.

"Few publishers offer more good will with their white space than do the farm papers. It is the quality of this good will that determines the value of the publication to the advertiser.

"The publisher and the advertiser are by no means in the same boat. If the individual advertiser cannot benefit from the space he buys, he can stop buying it. If the fault is with the publication it will go out of business. If the fault is with the advertiser or his product *he* will go out of business.

"Publishers will not be greatly disturbed over the prospect of *all* their advertisers going out of business.

"Most editors are competent to form a correct judgment as to whether this so-called news benefits his readers."

In conclusion PRINTERS' INK offers a suggestion to press agents in the agricultural field. The Secretary of Agriculture, himself a successful publisher in the farm field, pointed out convincingly in his recent talk before the New York Merchants' Association, a serious situation. He showed that Congress by cutting down appropriations for his department were seriously crippling the work of saving crops, the value of which runs into millions of dollars. There are no funds available to prepare and send out important bulletins on how to get rid of pests like wheat-rust and boll-weevil. This information is not only collected and prepared to save the farmer severe personal loss, but is of the most vital importance in increasing national production upon which prosperity depends.

If the press agents feel that their information is of such vital importance to the farmer, let them help in this situation. If cruel editors won't run their material, let them either turn over the

WE WISH

to assume the entire labor and responsibilities of your checking department.

Full Page Service

"Guaranteed to Schedule"

Consider what this means to an agency in wages, rent, space and annoyance, and send for our representative to explain our proposition fully.

H. ROME IKE, Inc.

106-110 Seventh Ave.

Phone, Chelsea 8860

OPENING FOR TWO REAL GOOD AGENCY SOLICITORS

We have a very promising proposition for two first line solicitors, controlling some business. Our organization, composed of the best talents in Advertising, Illustrating and Merchandising, is in position to back you up with service that sells and retains accounts. We are growing rapidly and offer the right men a ground floor chance that will prove mighty attractive. Address Mr. H. M. Price, for appointment.

Our Service Department offers an attractive position to a capable all-around artist, one with general agency experience preferred.

THE BROWN ADVERTISING AGENCY, Inc.
110 West 40th Street
New York City



money the firm will save by not sending it out, to the Department of Agriculture for its necessary work, or else use their well tested powers of persuasion upon their representatives in Congress. Let them help the farmer, about whose welfare they are so concerned, by urging their representatives to allow work for farmers to continue. Let them go to the bat in the interests of the Department of Agriculture of the Government.

Public Service Corporation Adopts Advertised Name

ALBERT FRANK & COMPANY
NEW YORK CITY, March 11, 1920.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK I noticed a comment upon a change of name of a national advertiser in which you stated that the brand name had been adopted for the company name.

An account handled by this office has just changed its name, and I believe is the first public service corporation to change a name adopting a nationally advertised trade name for the corporate name. The Central and South American Telegraph Company and the Mexican Telegraph Company were in conjunction operating cables between North, Central and South America and the trade name of these cables was referred to in all advertising as the All America Cables.

A short time ago the stock of the Mexican Telegraph Company was taken over by the Central and South American Telegraph Company and thereafter the name of the latter legally changed to All America Cables, Inc. This was done to get the value of the good will created through advertising through the latter trade name. It is, of course, nothing unusual for a food product manufacturer to adopt the name made popular through advertising, but so far as we know, this is the first case on record where this procedure has been adopted by a public service corporation.

M. ROBERT HERMAN,
Manager, Plan Department.

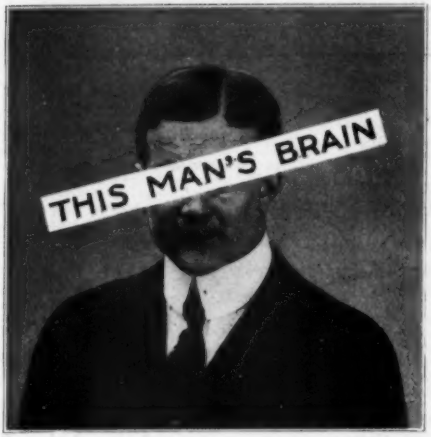
Another Literary Ad Man

Editor of PRINTERS' INK:

Speaking of "literary" advertising men—why not Sherwood Anderson, the man who wrote "Winesburg, Ohio," and "Windy McPherson's Son?" Anderson was for years an "agency man" as Waldo Frank informs us in that truly thrilling volume "Our America."

HENRY LAMBERT.

The forty-third annual convention of the American Pulp & Paper Association will be held at the Waldorf-Astoria, New York, on April 12, 13, 14 and 15.



Has planned and executed some of the most profitable sales and advertising campaigns produced in America.

A Sales and Advertising Executive of National Reputation Open for Engagement

As Sales Manager

In six years he has built a national business from a local jobbing house. He has brought twenty-six of the largest jobbers in his line in the country and their four hundred salesmen into an efficient, harmonious and profitable organization—conducting sales conventions, promoting contests and increasing sales.

He further backed up his organization with addresses before trade organizations, advertising and commercial clubs in practically every large city in the United States and Canada.

As an Editor

This man founded and edited a house organ which became a classic in its line. It sold good will, merchandise and the big ideals of the business.

He also edited a magazine to the sales organization which bound his great sales organization into one great family—the connecting link between the manufacturer and his jobbers' salesmen.

As a Direct-Mail Expert

For sixteen years this man has prepared profitable national and direct advertising campaigns, catalogues, booklets, circulars, mailing cards and advertising text-books—his work is educational and of the highest order. In fact, he has few equals in this field.

As a Sales Letter Writer

For years this man has lectured on twelve phases of business letter writing. He wrote a sales letter manual which has been a guide for correspondents and executives in his firm and has proven of inestimable value.

One letter recently produced $8000.00 worth of business at a cost of $321.00.

This man will prove a profitable investment for any business which has a big future—which has need of a high grade executive.

We know this man and his work and can recommend him unqualifiedly. Appointments can be made either through New York or Chicago to suit your convenience.

WRITE—WIRE OR TELEPHONE

E. ST. ELMO LEWIS
Vice-President, Campbell, Ewald Co.
347 Fifth Avenue
New York, N. Y.
Phone: Vanderbilt 2462

HOMER J. BUCKLEY
President, Buckley, Dement & Co.
632 Sherman Street
Chicago, Ill.
Phone: Harrison 850

Effective March 15, 1920

Mr. A. C. G. Hammesfahr

becomes a member of the Martin V. Kelley Company, as Vice-President, with headquarters in our New York Offices at Nineteen West Forty-Fourth Street

The
Martin V. Kelley Company
Advertising
Toledo New York Chicago

"Clearing House" Prevents Duplication of Magazine Name

RAUH & MACK SHIRT COMPANY.
CINCINNATI, O., March 16, 1920.

Editor of PRINTERS' INK:

We are about to publish a factory magazine and are contemplating to use the name "Between-Us."

We would greatly appreciate the accommodation either from your records or personal knowledge if you could inform us whether this name has been used for a similar purpose.

We shall be glad to reciprocate if the occasion occurs.

JACOB MACK.

THE Rauh & Mack Shirt Company, in its inquiry published above, illustrates one of the ways in which the list of employees' magazines now being compiled by PRINTERS' INK is going to be of value. In this instance, the name "Between-Us," is already being used by the Thomas G. Plant Co., of Boston, and by making inquiry first as to its originality the Rauh & Mack Shirt Company was saved the trouble involved in adopting a name already in use.

Inasmuch as the employees' magazine list will shortly record, it is believed, most of the publications of this character published in the country, it will be an easy matter to advise anyone desiring to start such a magazine, whether or not the name chosen has ever been used, and PRINTERS' INK will be glad to perform this service whenever called upon to do so.—[*Ed.* PRINTERS' INK.

G. A. Arnold Joins McCann Agency

George A. Arnold has become a member of the copy department of the H. K. McCann Company, advertising agency, New York. Mr. Arnold has been with the Hanser Agency, Inc., Newark, N. J., during the last eighteen months, joining that agency shortly after he had been discharged from military service.

P. R. Cunningham at Fort Dodge, Ia.

P. R. Cunningham, for a number of years sales and advertising manager of the A. J. Kirstin Co., Escanaba, Mich., has been made general manager of the Men-tho-eze Corporation, Fort Dodge, Ia.

"Jones, He Pays the Freight" Comes Back

WYLIE B. JONES ADVERTISING AGENCY
BINGHAMTON, N. Y., Mar. 8, 1920.

Editor of PRINTERS' INK:

In your issue of February 5 appears an article on the subject of the decadence of certain old-time advertising trade-marks.

Pertinent to this subject we are authorized to announce that, what is perhaps one of the oldest trade-marks in existence, is just about to be revived. We refer to the slogan, "Jones, He Pays the Freight," used by the Jones Scale Works of this city.

It is perhaps ten years since this slogan appeared in all the prominent agricultural publications of the country. The Jones Scale Works has passed through many vicissitudes and a few weeks ago the entire business was purchased by an organization of Buffalo financiers. A definite campaign of advertising is now being arranged, and once more the farmer of the country will be advised that "Jones, He Pays the Freight."

This firm also owns all the rights to the Osgood Scale Company product and this brand will be advertised rather extensively in hardware trade publications.

The Wylie B. Jones Advertising Agency will be entrusted with the handling of the advertising of the new firm, which will be known as "Jones, of Binghamton, Inc."

JULES LIVINGSTON.

Franklin Company Merchandises Its Stock

The H. H. Franklin Manufacturing Company, Syracuse, N. Y., the holding company of the Franklin Automobile Company, is floating an issue of stock by means of newspaper and magazine advertising and direct mail.

The company is using a list of newspapers throughout the country and is also using quarter, half and full pages in various weekly and monthly magazines.

In taking this method of financing, the Franklin company feels that it is gaining the advantage of a wide distribution, which will create an element of good will that should promote the sale of the Franklin car. It is also taking advantage of the many years of consistent national advertising which has been done.

Wouldn't Go in Japan Without It

PIONEER ADVERTISING AGENCY OF JAPAN, INC.
TOKIO, JAPAN, Feb. 10, 1920.

Editor of PRINTERS' INK:

Please enter this agency a subscriber to PRINTERS' INK for one year. To conduct an advertising agency along American lines without PRINTERS' INK is, we know, an impossibility.

S. SHEBA.

Selling What the Factory Can Best Make

(*Continued from page 8*)

think that he makes more money by restricting production and holding up the price. That is the controlling delusion of the steel and coal trades but it takes only the most elementary economic thought to discover that although by restricted production the number of dollars received in proportion to the work may be increased, those dollars are very promptly robbed of their buying power.

Production with the idea of making a large profit on a few articles is a vicious illusion. It is really not so odd that the social revolutionaries protest against it as it is that those who practice it are deluded into believing they are actually accomplishing what they think they are.

In the iron and steel industries, for instance, 40 per cent of the capital invested is idle all of the time. If we utilized all of our coal resources to the utmost we could get all of the coal we needed by eliminating, it is estimated, about 80 per cent of our mines and 80 per cent of our miners—whose productive capacities could then be thrown into other branches of industry or agriculture.

This would relieve the railroads of their single biggest burden which is the transport of coal, would require a smaller investment in rails, and permit a freer and cheaper transport of other commodities, and in the end we should all of us, steel operators, coal miners, and railroad men, have the capacity to buy much more than we buy to-day—even though we might not use so many counters in the buying process. That increased buying power would flow through every avenue of industry everywhere increasing the demand.

That which is called standardization, then, is not a mere whim. The use of automatic machinery, the sub-division of labor, and the application of power are only narrowly to be regarded as manifestations of ingenuity. In their larger view they are parts of a social development in the way of making more things with fewer men. They are part of the transition of the man from the purely beast stage into the higher levels and there can be no stopping the progress, even if anyone were so thick-headed as to desire to stop progress. The steady progression was interrupted by the war and now with the redistribution of wealth brought about by the war, the progress will go on with a hundred times the former speed.

The reaction to standardization is at the first not wholly agreeable. The term brings to mind a dull, drab world clothed in what amounts to a uniform, living all in the same sort of houses filled with impersonal standardized furniture and eventually reading standardized books and newspapers. Only a Teutonic mind could find joy in such a picture. But no such result need flow from standardization unless the standards are fixed by the State in an unhappy Socialistic era.

NO LACK OF "STYLES" DEMANDED

If instead of "standard" we say "style" the picture is the less offensive. And when you examine styles you will find that they do not differ much; this woman whom you pass seems to be dressed quite differently from the next one, but if you compare both of them with a fashionable plate of 1800 you will find that they are nearer in style to each other (however different they may look) than they are to the old drawing.

It does not flow from standardization that we should all take on a certain sameness; articles of luxury will hardly be standardized. There is no reason that they should be for they will come under the art heading. But it is otherwise with the common utilities of the day.

No one insists upon a distinctive design in frying pans; what is wanted is a good pan, and it

Atlantic City
FOOD SHOW

CLINCH your national advertising by appealing to the 60 million people who live within a 500 mile radius of Atlantic City.

HEINZ, of "57 Varieties" fame, maintains an entire pier at Atlantic City to give to the 30 million visitors a visual demonstration of the uses and preparation of Heinz products.

THE International Food Show offers you the same opportunity to visualize your goods, at a fraction the cost, for three months on Garden Pier, Atlantic City.

FURTHERMORE—Mrs. Mary A. Wilson, internationally known food expert, will lecture twice daily on the preparation of good things to eat, selecting her materials from the products exhibited.

ONE-THIRD of the space available is already reserved.

WE offer booths in this educational exhibit ranging in price from $2,000 to $3,000, including light, heat, and other necessities. *No extras.*

WIRE FOR RESERVATIONS

International Food Shows Co.
341 Fifth Avenue, New York City
Phone Vanderbilt 4136

Five Big Daily Papers Cover France

IN NO country is a national advertising campaign so easily and efficaciously launched as in France, and it may be added, so economically. This is due to the fact that advertisers using the five leading Paris newspapers, whose total circulation is over 5,000,000 reach every corner of the country. In France distances are short and early in the day the provincial reader finds the Paris editions on sale at local newsstands. Paris papers in a number of instances have a larger daily circulation in large provincial cities than local newspapers. The five papers whose names follow have on their records the names of fifteen of the most important American Advertisers who have opened campaigns in France. These firms have secured results and are successful. Why not *you?*

No list of advertising media in France is a good *list* unless headed by: Le Journal, Le Matin, Le Petit Parisien, Le Petit Journal and l'Echo de Paris.

does not sear the heart of Gotrocks to think that his scrubwoman may have an exact counterpart of the frying pan that graces his kitchen. No owner of a high-grade car objects to anyone else in the world owning a car with an identical motor. It offends no one to have steel rails much alike. And neither do we insist upon distinctive styles in typewriters. We are content to choose a brand and are glad to know that we shall not have to go to the further trouble of picking out a first-class specimen.

And neither does standardization mean year after year uniformity and inflexibility of design, but it does connote that changes will be made only after thorough study and experiment and not to suit passing whims.

For instance, a firm in England making builders hardware had, before the war, a large trade with the colonies and the Orient. It had in its catalogue more than 20,000 items. Through more than a century it had held itself open to make anything in the way of builders' hardware that perversity might demand and consequently it had accumulated a multitude of designs. In one style of door bolt it carried forty sizes; six would have answered all reasonable needs, but because a Calcutta merchant's grandfather had bought a certain style, he continued to order that style.

Practically every order was special and the lots rarely exceeding four or five gross. This prevented the introduction of automatic machinery or the development of repetitive methods—even had the unions consented to any labor-saving arrangements.

After the war that company was faced with high wages. It had on hand a quantity of automatic machinery left over from munitions work. It could not well go back to the old plan of manufacturing for, according to the old costs, the labor charges would be prohibitive. Instead it took to heart the war lessons and embarked upon a programme of repetitive operations.

It cut the catalogue list down to

An Opportunity

for An Exceptional Advertising Writer

We do not call him a "copy man" because we do not expect to chain him to a desk where his function is to be merely the grinding out of "copy." We do not believe in "copy"—we do believe in advertising that is founded on real knowledge of a product and its market.

The man we want must be able to show us—

—a clean business and character record.

—ability to meet men of substance on their own ground.

—natural skill in originating worth-while ideas and the gift of expressing them in clear, forceful English.

—willingness to analyze products, markets, and selling plans and find the key-thought on which copy is to be built.

—ability to work with others.

—sufficiently comprehensive understanding of selling systems and advertising media to write a clear, well-rounded plan.

To the man who can answer these requirements we offer a good present and a better future. Apply by letter only—and don't be afraid of making it as long as is necessary to give us all the facts about yourself.

J. H. CROSS CO.
General Advertising Agents
214 South 12th Street
PHILADELPHIA, PA.

WANTED

Two Engineering editors who understand thoroughly the technical trade paper field to act as associate editors on

The Blast Furnace & Steel Plant

AND

The American Drop Forger

One to have some knowledge of the Iron and Steel Industry and one versed on the subject of Forging and Heat Treating.

We are enlarging our editorial staff considerably and can offer a real opportunity to the men who have capabilities.

Address Box 65
Pittsburgh, Pa.

a thousand—without sacrificing a single essential design or size. And even with this still large variety of articles, the company has already succeeded in absorbing practically all of the increased labor cost. Just as soon as customers become accustomed to the limited range of sizes, it intends to make another drastic cut until eventually the owners hope to have their factory divided into a number of departments each of which will make but one thing.

That is a remarkable example of a present-day transition from practically the era of hand work to that of machine work and demonstrates the new factor of standardization that has to be present wherever machines are extensively employed.

The immediate fundamental change, then, between the old and the new style of manufacturing is that in the former one first sold and then made, and in the latter one makes and then sells. This seems simple enough in statement but in practice it involves a complete departure from the ancient method of selling along the lines of least resistance.

The salesman can handle a number of articles (the number depending wholly upon the personality of the man) and it has, indeed, sometimes been found advisable to have salesman handle several lines in order to prevent him from overselling on a single line.

A conspicuous example of this occurred in the career of a packing establishment. This establishment in addition to fresh meat, packed many kinds of tinned meats, conserves, and collateral foods. Being efficient manufacturers, they rigidly separated their various products into departments and conducted the manufacture of each on an independent basis, but they went further in this independence and set up departmental sales managers and departmental sales staffs.

Their sales were to retail grocers. The average retailer in groceries is held down to a strict credit limit. Consequently this large and diversified selling staff,



Have You Something to Advertise— In a Big Way?

Then here's a rare opportunity to put your message in compelling fashion before millions of possible buyers.

We have available a system of 180 signboards, 10 x 32 feet in size, to lease together as a unit. These boards show to the leading railroads in the East and entire Pacific Coast. The cost is reasonable. They are an excellent "buy."

Full particulars will be sent on request to those interested. Prompt action is advisable.

H. C. WILLIAMS, N.Y. City

RAILROAD BULLETINS
315 4th AVE., 20th FLOOR, NEW YORK CITY

Printing Business For Sale

LOCATED IN NEW YORK CITY

Company is well-known, established 15 years, and now doing more than $200,000 per year, in publication, catalogue and general job work. Plant is modern and complete in every respect; favorably located in center of printing district. Both plant and organization specially adapted for doing high grade service work.

An outright sale of plant and going business is desired; the present owners want to retire. Interested parties may obtain particulars by writing.

Address S. B.
Box 45, Care of Printers' Ink

each salesman selling only one product, nearly ruined the business of the company, for if the tinned meat salesman first struck the retailer he filled that man up on tinned meat to his credit limit and until that bill was paid the conserve man, or whoever else happened to come along, was absolutely barred. Instead of a retailer having a complete line, he would usually be overstocked in one branch and without stock of any kind in the others.

The remedy here was simple. Instead of having specialty salesmen covering a wide territory the company narrowed the territories and put a representative in each to handle the whole line. Then the company had its products distributed.

That is a case of efficient segregation in manufacturing offset by inefficient selling. The company was trying to get the salesmen to specialize but their markets would not permit of such specialization. Usually, however, the trouble will be in the other direction and a concern will find itself insensibly yielding to the importunities of the selling staff.

Take the case of a company manufacturing syrups for soda fountains and which is located in a good tomato-growing region. It would be entirely reasonable that it would take on a wholesale grocery salesman if it could not find a soda-fountain man and it is not unreasonable that in the course of his travels this salesman would be impressed by the remarkable market for a good brand of canned tomatoes. The company could put up tomatoes as well as fruits without a very large change in equipment and if the president of the company happened to be a salesman he would probably listen with great interest to the opening for tomatoes.

But here is the production side. The canning season for tomatoes coincides with that of peaches and would add to the peak of manufacturing instead of filling the valley, and also the tomatoes would require a can-filling and soldering outfit with leak test-

1467 pages of advertising

That's the sales record of two men during 1919. The revenue exceeded $150,000. 73 per cent was new business.

The result was obtained by hard work, and intelligent methods.

One of the two publications they represented is new—and neither has an A B C circulation.

The two men who sold this volume are top notch salesmen—real business getters—who know the western territory thoroughly and have a large acquaintance in the automotive field.

They are reliable, resourceful and financially responsible.

It will pay interested publishers desiring result-getting representation in the western territory to get in touch with them. Address N. S., Box 40, Printers' Ink, at once.

Is Your Paper

to be

One of the Pioneers

distributing

News and Music by Wireless?

For option on your territory

Write or Wire

The Thompson Co.

603 Worlds' Tower Building
110 West 40th Street
New York City

WINNIPEG WAREHOUSE FOR SALE

In the heart of wholesale section.

70 x 110 feet, solid brick, mill construction. 41,000 square feet floor space. 6 floors and basement. Trackage and loading platform.

Two floors of this building rented for $4,000 per year. An ideal location.

With the exchange at its present rate this warehouse would prove a wonderful buy for some American house desiring to locate in Canada.

Apply by Letter to

CARRUTHERS MARTIN & TORRANCE, LTD.,
Lindsay Bldg., Winnipeg, Can.

Assistant to Account Executive

Prominent New York advertising agency. We want a young man of say 26-30 years, aggressive, but well balanced, tactful but forceful, poised and alert, big enough to assume increasing responsibilities and to thrive under them. He should be acquainted with advertising methods, familiar with mechanical phases of advertising and preferably should have had experience in an agency handling national advertising. He should have education and background that will enable him to express himself in person and by letter. If you fill the specifications, address J.W.R., Box 40, Postal Station "F," N. Y. C.

tanks and the like, which the fruit plant did not possess. The net result of engaging in tomato canning would be to increase the plant business at the very time when no increase was desired and to cause an additional investment that would also have to get its wage in a short season.

There is no reason in the world why this company should not go in for vegetables as well as for fruits but it would be exceedingly uneconomical to engage on an opportunist basis. The vegetable engagement would have to be made deliberately with the proper and planned additions to the plant so that the vegetables might be canned with the utmost economy and with the thought of fitting them into any idle floor space, shipping or receiving facilities.

That is, the vegetables should not be canned simply because a salesman found that he could get orders. That is only a single consideration.

For the modern plant manufactures and sells. It does not consider itself in business once it has staged a sales contest.

Has All the Earmarks of a "Going Concern"

O. G. WILLIAMS COMPANY
CHICAGO, March 10, 1920.

Editor of PRINTERS' INK:

I have signed the enclosed card for my subscription to *Printers' Ink Monthly*. I have received the first numbers of this publication and I wish to state, without reservation, that never before have I seen a publication launched so successfully as this one.

Its appearance would indicate that it had been a "going concern" for years. I have been a subscriber for PRINTERS' INK for over twenty-five years and if the *Monthly* keeps pace with the weekly you will certainly have nothing to regret.

The only possible criticism that I might make of the *Monthly* is that it is not of the handy pocket size as the weekly, which commends itself so much to the busy business man.

ORVA G. WILLIAMS.

W. H. Hershey with New York Newspaper

W. H. Hershey, formerly real estate editor of the Washington, D. C. *Post*, is now with the automobile advertising department of *The Evening Telegram*, New York.

Meriden, Conn. Morning Record

FIRST IN:

City Circulation;
Suburban Circulation;
Local Advertising;
National Advertising;
"Want" Advertising;
Editorial Influence;
Local and Telegraphic News;
Women's Features.

The Meriden Morning Record is THE ONLY Meriden newspaper that is a member of The Audit Bureau of Circulations.

Eastern Advertising handled by the HOME OFFICE direct; Gilman, Nicoll & Ruthman, Western Advertising Representatives, Tribune Building, Chicago, Ill.

16 Years of Specializing on Color Engraving—

16 years of perfecting methods and means —have taught us to put the most *into* plates so that the printer can get the most *out* of them.

We think the exacting clients we've served for so long will back up our statement that "Trichromatic plates are as good as plates can be made."

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.

J. H. TRYON C. A. GROTZ

Facts

may be anecdotal, historical, statistical or philosophical. There follows one that is statistical and gives information of the building trades in

New England Building Operations

Boston—The F. W. Dodge Co. reports statistics of building and engineering operations in New England to March 11, 1920.

1920	$50,850,000	1910	$19,810,000
1919	15,391,000	1909	19,073,000
1918	26,307,000	1908	9,442,000
1917	29,235,000	1907	20,405,000
1916	25,833,000	1906	16,583,000
1915	20,308,000	1905	11,738,000
1914	27,810,000	1904	9,359,000
1913	22,932,000	1903	12,397,000
1912	24,786,000	1902	14,672,000
1911	18,983,000	1901	18,783,000

All our industries are working at high speed and full time. Money in the hands of the workers was never so plentiful.

The

Home Daily Newspapers

go into about every home in New England. For quick and profitable results are these home daily newspapers.

Fifteen of the best

PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT. POST and TELEGRAM
NEW HAVEN, CT., REGISTER
NEW LONDON, CT., DAY (Evening)
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UNION and LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS. COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS., NEWS
SPRINGFIELD, MASS., UNION
TAUNTON, MASS. DAILY GAZETTE
WORCESTER, MASS., GAZETTE

EACH OF THE NEWSPAPERS here named is a power in its home community.

Cherington Asked to Write on "Economic Case of Advertising"

Paul T. Cherington, member of the faculty of the Harvard School of Business Administration, has been appointed by the Associated Advertising Clubs of the World to write a fundamental book that "should state with authority the economic case for advertising."

Professor Cherington has made the proposal that there should be constituted, probably at the Indianapolis convention, an advisory board, which should include representatives of every advertising interest and which should work in collaboration with him in gathering comprehensive data for this book on the economics of advertising. In all probability Professor Cherington's proposal will be carried out, according to Herbert S. Houston, chairman of the publication committee of the Associated Clubs. The publication committee will probably ask the Association of National Advertisers, The American Newspaper Publishers Association, The Association of Advertising Agencies, The Farm Publishers Association, The Business Press Association, The Outdoor Advertising Association, and all the other organizations, which are part of organized advertising, to appoint a committee of three men who have the scientific spirit and point of view to work with Professor Cherington in gathering the data in their respective fields.

Engineering Advertisers Elect Officers

The Engineering Advertisers' Association of Chicago has elected officers for the ensuing year as follows: President, A. H. Hopkins, advertising manager, The C. F. Pease Company; vice-president, J. J. Arnsfield, advertising manager, Fairbanks-Morse Company; secretary, G. S. Hamilton, advertising manager, American Steam Conveyor Corp.; treasurer, E. I. Pratt, advertising manager, Kellogg Switchboard and Supply Company. Directors elected, to serve two years: L. L. Gerstenberger, assistant general manager, Imperial Belting Company; J. B. Patterson, district manager, P. H. & F. M. Roots Company; G. H. Eddy, advertising manager, Green Engineering Company.

The retiring president, H. L. Delander, advertising manager, the Crane Company, was elected ex officio member of the board of directors.

The members of the association are men engaged in advertising or selling engineering products.

J. D. Wells in Advertising Work

John D. Wells, formerly managing editor of the Buffalo, N. Y., *News*, is now in charge of advertising for the William A. Morgan stores of Buffalo.

PORTLAND MAINE'S

Great Market Place

—the greatest population
—the richest population
—the jobbing center
—the shopping center
—the society center
—the vacation center
—the financial center.

The Evening Express

The one great afternoon Daily of Portland, Maine

The Julius Mathews Special Agency
Boston——New York——Chicago

★ A Star City

BRIDGEPORT

CONNECTICUT

★★ Star Newspapers

POST

EVENING

and

TELEGRAM

MORNING

Hitch Your Wagon to the Three Stars

REPRESENTATIVES

I. A. KLEIN, 254 Metropolitan Tower, New York, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $90; half page, $45; quarter page, $22.50; one inch, minimum $7. Classified 50 cents a line. Minimum order $2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Frank H. Williams
Roland Cole — Albert E. Haase

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MARCH 25, 1920

Why Take It Out On Advertising?

One of the reasons advanced by Mr. C. J. Thompson, Representative in Congress, for his introduction of a bill taxing advertising, as described in last week's issue of PRINTERS' INK, is that "the advertiser is a large spender."

Granting that this is true in many cases, the question then arises, Why are certain advertisers large spenders?

Is the answer to be found in the inequalities created by the excess profits tax? Let us examine some of its provisions. Under the law an exemption of 8 per cent is allowed on invested capital. But the law's definition of invested capital does not take into account the total value of a corporation's assets, for example, such an intangible but frequently highly valuable thing as good will. Therefore some companies not only fail to obtain the full 8 per cent exemption, but must pay a tax at a higher rate than those companies whose accounts have been kept so as to reflect the full value of their assets.

Those companies whose capital is understated are thus made liable to what seems to them to be an unjust penalization. They are naturally moved to escape that penalty by making expenditures which can be deducted from income. In some cases these expenditures are no doubt excessive. But advertising is only one possible item, and that frequently a minor one when compared, for instance, with heavy expenditures in real estate, in new buildings, in subsidiary companies and in ventures that have no immediate relation to the affected corporation's principal business. All these are fields in which some companies have put a large share of their earnings.

Why, then, tax advertising alone? Why not such "side" ventures?

Is it fair to make advertising and the advertising industry pay the penalty for a situation for which it is in no wise to blame?

It is possible, therefore, that by the advertiser who is "a large spender" Representative Thompson means the advertiser who seems to be an excessive spender.

But it ought to be obvious to Mr. Thompson that the way to get such an advertiser's money is not to tax his expenditure in advertising, but to remove those inequalities in the excess profits tax law that may in some cases cause what looks like excessive expenditure. This remedy would save to the Government the money it now loses and would reduce the consumption of print and other paper, which is the second purpose he would serve.

Has this occurred to Mr. Thompson?

Advertising and Low Volume Sales The A. C. Gilbert Company recently gave out some sales figures which demonstrate with all the clearness of a mathematical equation how surely good advertising will produce results, if it is consistently maintained.

The sales of this enterprising toy manufacturer for the last nine years have been as follows:

1911	$37,272.66
1912	59,610.42
1913	141,736.09
1914	374,626.46
1915	831,049.78
1916	1,182,236.20
1917	771,802.11
1918	1,053,843.47
1919	1,710,086.23

Mr. Gilbert has been kind enough to supplement the foregoing information by letting PRINTERS' INK have his advertising investment figures for each year since he started to advertise in 1913. Here they are:

1913	$12,000.00
1914	47,000.00
1915	110,000.00
1916	124,000.00
1917	82,000.00
1918	100,000.00
1919	130,000.00

The striking thing about these statistics is the relation that the sales figures bear to the advertising figures. Sales have been increasing in approximately the same relative proportions as have the advertising appropriations. In 1914 and 1915 the advertising increased more than the sales, but after the cumulative power of advertising had a chance to get in its work it will be noted that sales figures, especially for the years 1916, 1918 and 1919, climbed faster than the appropriation.

In 1917, it will be observed that sales dropped about 35 per cent. It is significant that the decrease in the advertising appropriation for that year was about 34 per cent.

The publication of these figures shows, as not anything else could, how sales are influenced by advertising. No doubt Mr. Gilbert could have sold his toys without advertising, but if he had tried it he would probably still be struggling with low volume and in the meantime there is no telling what the overhead would have done to the business. The value of consistent advertising to a new business is that it quickly runs the sales up over the danger mark. Low volume is one of the gravest dangers a young business has to face. It is a danger that a wise investment in advertising, as Mr. Gilbert's experience indicates, can speedily overcome.

The Housing Advertising Opportunity There never was a greater advertising opportunity than is presented in the building situation today.

It is estimated that there is in the United States a shortage of at least a million homes. In New York and vicinity alone, one authority states there is a 42 per cent under-supply of housing, both residential and commercial. To make up this deficiency and to catch up on current needs, it is claimed will require from three to five years of intense building activity. If all this building is done, and it would seem that it will be, because economic and sociological conditions make it imperative, it means continued prosperity for the numerous industries that are more or less dependent on high production in the building trades.

Fortunately, this building activity is already under way, though unsettled labor conditions and the difficulty of financing so much work, may delay it somewhat. Thousands of houses, apartments and business structures are projected for erection this coming summer. As a result of this, most manufacturers of construction materials are over-sold for months ahead. In fact, so overwhelmed are they with orders that some of them are slowing up on their advertising.

In explaining their action, they are giving the time-worn excuse that advertising isn't necessary

when there are already more orders than factory facilities can handle.

Advertisers who are taking this stand are making a serious mistake. Stopping advertising when over sold is a fallacy that PRINTERS' INK has exploded time and again. Instead of easing up on his advertising, now is the time for the building material manufacturer to advertise all the harder. This should, of course, be obvious.

Because of the dire need of housing that exists, there is bound to be much speculative building. Houses will be quickly thrown together, with the knowledge that they will be profitably sold before they are half finished. It is an old trick to put up make-shift residences, install a few well-known fixtures, such as "Standard" sanitary bathrooms, or Yale & Towne hardware, thus giving the subtle impression that all of the building is of the same high standing. This scheme is sure to be practiced extensively during the present acute shortage.

This condition would not be possible if home buyers knew more about building values. They usually buy on appearance. They like this or that feature and that satisfies them. They purchase without realizing that the ultimate satisfaction they will get out of the building depends not on its present appearance, but on the integrity of the various unseen materials and of the character of the workmanship that went into the house.

That is one very good reason why manufacturers should advertise during a building boom. Another reason, and it is no less important, is that to-day thousands of persons are deciding to build but they won't be able to carry out their plans for a year or two, or perhaps five. Now is the time to begin telling these people, through advertising, that house satisfaction lies in the things that are hidden behind walls as much as in the things that show.

Fortunately, a number of manufacturers realize this. Several of the Association campaigns now running are stressing this point. A few new advertisers are breaking into the field, pointing out the importance of building products that heretofore have been unappreciated. The McKinney Manufacturing Company of Pittsburgh, for instance, is telling the public how necessary it is to have good hinges and butts in the building.

The more advertising of this sort that is done, the better it will be for the building trades. It will tend to stabilize the chaotic conditions that often prevail in this business. Above all, it will help to keep building going at top speed until the present deplorable housing shortage is remedied.

Package Values

In the Aunt Jemima article, published in last week's issue of PRINTERS' INK, the fact was incidentally brought out that at least a part of the success of this well-advertised product is due to the selling power of the package.

This is especially true in self-serve stores. When a woman is waiting on herself in a store, doing her selecting from a shelf or a table, she is naturally going to be influenced by those packages that stand out the most temptingly. Unless she has decided preferences for certain brands, the packages that she examines are going to have something to say in swinging the sale.

The growth of the self-serve idea in retailing, therefore, lends added importance to the necessity of getting sales value into the package Not only should the package be a pleasing eye-arrester, but it should in some way readily identify itself with the advertising that has been done in behalf of the product. The package must back up the advertising. The advertising starts the sale. The package has to finish it, particularly in self-serve establishments.

Classes of Women



There are women who cook and sew, and women who have others cook and sew for them—

Women who study bargain sales and labor savers, and those who keep up on society, art, decoration and fashions.

These things distinguish class—reader interest—potential markets one might say.

FASHION-ART

because of its intimate treatment of middle western personalities and events, and its authoritative editorial policy, enjoys unusual prestige with women who can and do discriminate. The introduction afforded to these women by FASHION-ART is of priceless value to an advertiser.

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,
33 W. 42nd Street, New York

FOR SALE

Toilet preparation business established in Central Western City in 1888, consisting of line of 20 toilet requisites sold in a small way by nearly every prominent druggist in the United States and in twenty foreign countries. House has recently put on market new novelty in toilet preparations selling for $2, and in five months has developed with very small advertising more business than the entire line shows after thirty-two years. With advertising capital can develop a million dollar sale within two years, in the new preparation, bringing with it an increased sale on the entire line. The house is one of the best known in the field and bears an enviable reputation. Sales now annually $100,000. Business, good will, stock, trade-marks, patents (foreign and domestic) and formulas can be had for $200,000. Would take part cash and part stock and would give services for one year if desired. Address C. J., Box 43, care Printers' Ink.

TRACTOR AND FARM IMPLEMENT

ADVERTISING AND SALES MANAGER

who understands the practical and theoretical side of salesmanship is seeking opportunity where merit and results accomplished will be considered of greatest value.

He is now sales manager for branch house of large corporation and enjoys reputation of having worked himself up from the bottom.

He possesses no unusual amount of brilliance and has to rely upon effort and energy for what he accomplishes. Married. Age 34.

Agriculture, Box 44
Care of Printers' Ink

Price-Fixing Not an Easy Task in 301 A. D.

The idea of price-fixing is almost as old as history itself. From inscriptions on tablets found in Asia Minor, according to the *Wall Street Journal*, there has been translated the Edict of Diocletian, dated 301 A. D.

In the language of the Edict, its purpose was "that, when any stress of high prices made its appearance—which omen we prayed the gods might avert—avarice might be checked." Penalty for violation was by no means slight, for, "if any one should proceed boldly against the prescriptions of this decree, he shall become liable to capital punishment." The last is most inclusive, and covers services as well as commodities. Striking differences are found between prices then and now.

For instance, a pound of beef cost the Roman housewife just 8 Denarii (the Denarius was a coin judged to have been worth about two-fifths of our cent). A few other astonishing items, picked at random, are: "A duck, 40 Denarii; a fat goose 200 D.; a goose, not fatted, 100 D.; oysters, per hundred, 100 D.; watermelon, four for 4 D."

It is evident that the Roman laborer could not avail himself of many fatted geese, as the following excerpts from the labor scale will testify: "The agricultural laborer, by the day, 25 D.; to the wall painter, 70 D.; to the maker of eight mud bricks (with food, but to provide his own wine), by the day, 2 D.; to the barber, for each man, 2 D.; to the pedagogue, for each boy, per month, 50 D." But lawyers were well considered. For a court application that worthy received 250 D., and for a hearing of the case, 1,000 D.

However, the path of the Edict was anything but smooth. Street brawls, general disturbances, and frequent bloodshed followed its attempted enforcement, with the result that it was finally abandoned. Well might we have learned a thing or two from Diocletian.

New Japanese Advertising Agency

Roderick O. Matheson, who has been news editor of the *Japan Advertiser*, Tokio, has become the manager of the Pioneer Advertising Company, of Japan, Tokio, in association with S. Sheba, formerly the publisher of a number of Japanese dailies in the United States. The announced object of the new company is to introduce American advertising methods into the vernacular press of Japan.

Appointment by Remington Arms

J. Albert Bogart has been made assistant advertising manager of the Remington Arms Union Metallic Cartridge Company, Inc., New York, with which he has been associated for two years.

Splendid Opportunity for
A-1 COPY MAN

The Arthur M. Crumrine Company, advertising agents of Columbus, Ohio, occupies two floors of its own seven-story building, newly fitted up for the limit of comfort and efficiency. Has a hand-picked, well-paid organization of earnest, congenial people; live, human executives; a good list of interesting accounts; possibilities for unlimited growth and an attractive year-end bonus to all employes.

This agency has need of a versatile copy writer of demonstrated ability who seeks a more congenial environment. If you are worthy to become a permanent part of this contented advertising family, your reply will contain convincing proof of your fitness. Address the Production Manager.

The Arthur M. Crumrine Co.
6th & 7th Floors, Crumrine Building
COLUMBUS, OHIO

Population 65,000 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 18,000 Daily
Flat Commercial rates 4½ cts. per line, 63 cts. per inch
Afternoon Paper, Sells for 2 cents
Carries over a page of want advertisements



We know what, when and where the students buy. We can put college paper advertisers in touch with the dealers they buy from.

USAA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York
Established 1913
Chicago Office: 110 So. Wabash Avenue

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

The Little Schoolmaster's Classroom

THAT the airplane is a clever advertising dodge must be admitted when the record of what is being done has been properly told. One member of the Schoolmaster's Class is now in Florida, and writes back a rather glowing account of the sensational exploits of a "flying circus" sent out in behalf of chewing gum. It is known as the "Wrigley White Fleet."

According to the Schoolmaster's informant, this fleet of planes has been working down the entire coast, through many of the Southern States, and will not terminate its activities until it has covered the cities of Florida, when it will start north again, going through new territory.

These airplanes are liberally decorated with the official insignia of the Wrigley company and samples of gum are thrown far and wide—where they will do the most good.

Where there are large crowds—as, for example, a baseball game, the planes hover above, monopolizing attention and giving a limited number of people cause to move their jaws.

In Jacksonville the Wrigley Fleet gave real exhibition performances, finally landing near the fair grounds. Amazed throngs watched the pilots cut strange figures in mid-air.

* * *

This fleet, when the Schoolmaster's pupil saw it, was scheduled to turn back from Fernandina and proceed northward again, making deliveries of three brands of Wrigley gum to dealers in Brunswick, Waycross, Savannah, Augusta, Macon, Atlanta, Birmingham, Chattanooga and scores of other towns.

One thing is certain—the towns visited all talk—and chew—"Wrigley" for the time being and comment favorably upon the alert business methods which prompt an institution to inaugurate the airplane policy.

And in many of the smaller places, the airplane is a heavenly visitor, unknown and unheralded. The people see cloud-riders for the first time.

It is said that when the Wrigley White Fleet completes its present schedule, it will have concluded the most remarkable journey in the entire history of commercial aeronautics.

* * *

Truly, advertising penetrates to far places and into devious, unexpected channels. This same Florida correspondent is authority for this story:

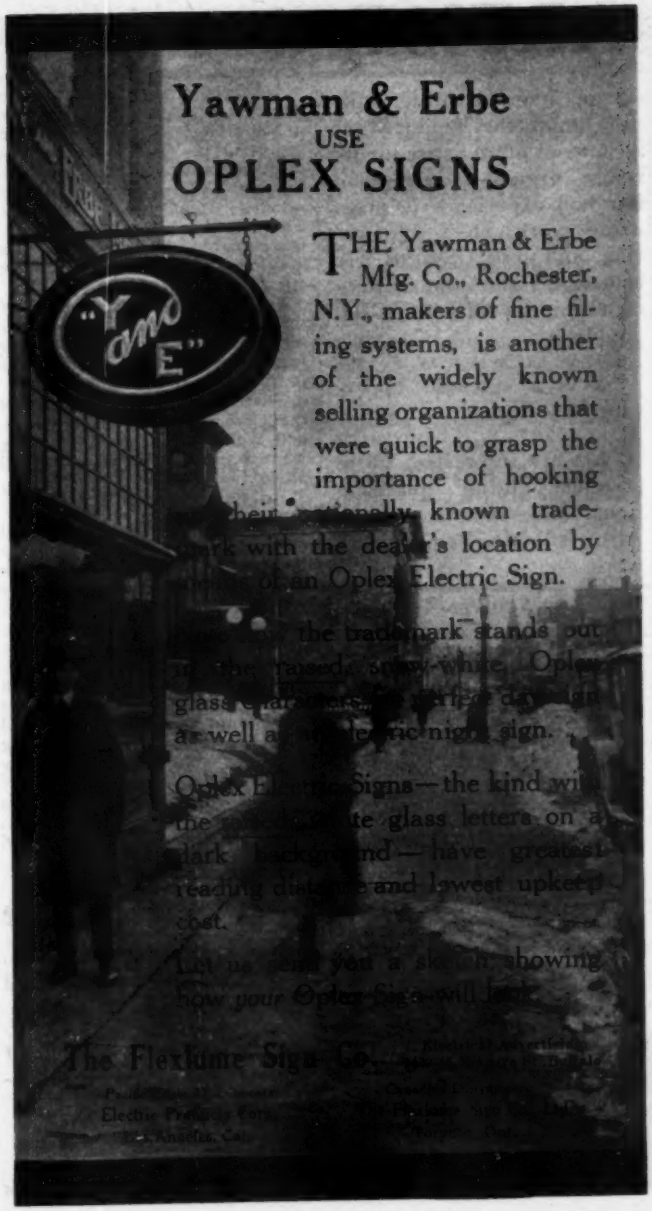
There came into the branch office of a well-known sewing-machine company in Miami a Seminole Indian squaw. Her babe was in her arms and she was attired in the brilliant garb of her native race.

The woman had a scrap of paper in her hand. It was the advertisement of a sewing machine, torn from a publication devoted to the interests of women. The advertisement in question had to do with a certain frilling or tucking device. And this was evidently new to the squaw.

She pointed to the little diagram and asked to be shown how the device worked.

This the clerk—a woman—gladly did, whereupon, with a satisfied grunt, the Seminole left the place. It was later learned that she had but recently come to town to buy supplies, with a band of Indians from the adjacent Everglades, and was camped some miles from town in a cocoanut grove jungle. A tourist had dropped a periodical and the squaw had happened to stumble upon the advertisement in question.

All of this brings to mind the interesting disclosure that the Seminole Indians of the Everglades region, miles and miles from civilization and still living in the primitive way of their fore-


Yawman & Erbe
USE
OPLEX SIGNS
THE Yawman & Erbe Mfg. Co., Rochester, N.Y., makers of fine filing systems, is another of the widely known selling organizations that were quick to grasp the importance of hooking
the trade-mark stands out
Oplex
as well a
Oplex
the
dark
reading
cost.
Let us
The Flexlume Sign Co.

ARTIST

Large manufacturing corporation in the Middle West is in need of an artist for its house organ—a man who has had experience in magazine work, story illustrating, and cover designs. A thorough knowledge of photographic layout work is desirable.

This is a splendid opportunity.

If you are interested, write at once, stating qualifications and salary wanted. Also submit samples of work.

Address

P. A., Box 42
Care Printers' Ink

Advertising Manager Retail Men's Wear

One of our clients requires the services of a full-fledged Advertising Manager. Located in city of quarter million. Largest fine institution in city. Applicant must have had experience in high-grade men's wear practice. Please tell us about yourself. Information confidentially treated. Address

WALTER M. STEIN
Director of Sales
JACOB MILLER SONS & CO.
16th & Reed Sts. Philadelphia

Weavers of Shirtings
Makers of EAGLE SHIRTS

fathers, in little thatched houses on remote hammocks, boast at least one modern convenience—sewing machines. For many years it has been their custom to own one new, spic and span machine to a family, both men and women operating it. The lower part is dispensed with, and just the main body of the instrument placed on wooden supports or benches. These sewing machines are zealously guarded and protected from moisture and they are of the latest pattern.

Seminoles are rather proud of their multi-colored habliments, the men wearing skirts and fancy waists, and the sewing machine is an essential equipment.

That squaw had studied out the picture in the advertisement, and with truly feminine instinct, wanted to know what it was all about.

* * *

The Schoolmaster recently had occasion to make a motor trip through the suburbs of New York City. Inside the car, it was very comfortable, indeed, for the sedan was just like a traveling sunparlor. Outside, the ground glistened with snow and the landscape stretched out as if covered with a gigantic tablecloth of pure white linen. Not being bothered by fellow motorists or scurrying youngsters, the Schoolmaster, by way of diversion, took notice of the names on the wayside garages and accessory stores. The majority of them were christened

The Copy I Write

sends a business forward, because it is sound and filled with conviction.

I supply it to agents or advertisers as they require it.

HELEN E. BENJAMIN
203 W. 14th St., New York

BETTER JOB WANTED

$110,750 Net Business by Mail $9000 of Advertising

This man created mail orders amounting to $110,750 net last season with only $9000 invested in advertising space. And this amount is in addition to the business procured by several salesmen whose efforts were directed by him.

Now employed, but desires to connect with an organization that values the good will of its customers above everything.

Twelve years' selling and advertising experience. Family man. Age, 34.

$110,750 NET BUSINESS BY MAIL WITH BUT $9000 OF ADVERTISING—this man will be a worthy addition to your organization.

Address "S. M.," Box 41, Printers' Ink.

85% of our last month's business was in repeat orders.

That testifies as to what our Films did for our customers.
Advertising Films our Specialty.
Send for our Folder.

Commercial Publicity Film Co.
507 Fifth Avenue, New York

Dominates Its Field
LOS ANGELES
EVENING HERALD
Circulation
123,305
DAILY

Member A. B. C.

FOR CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE LTD.
TORONTO MONTREAL

GEORGE SETON THOMPSON CO.
Sales Promotion Literature
Planning—Copy and Art—Printing
Colorgrams—House Organs
Booklets—Catalogs
122 WEST POLK STREET
Phone, Wabash 7316 CHICAGO

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send $1.00 for 6 months.
POSTAGE, One Madison Ave., N. Y.



When you advertise
IN PHILADELPHIA
don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the
RETAIL LEDGER
Twice a Month: Sub. $1.00 a Year

LETTERS TO SALESMEN
Send live weekly letters to your salesman. I'll send you a letter a week to be sent out on your letterhead over your signature as your letter. One month's trial service $1.
JOHN J. LUTGE
263 Ninth Ave. New York City

Price $1.00 "PHONE" WITHOUT BEING OVERHEARD

Wonderful Sanitary whispering telephone mouthpiece enables you to talk freely without being overheard. Hold secret conversation. Every advantage of a booth telephone. Sent postpaid for only $1.00. Money back if not more than pleased.
Live Agents Wanted
THE COLTTT LABORATORIES
575 W. Washington St., Chicago, Ill.

with more or less euphonious names, such as "Parkway Garage" or "Boulevard Service Station;" while here and there were places with the name of the proprietor blazoned in gilt letters across the front of the building.

On the homeward trip the Schoolmaster spied a small accessory store which certainly has the most distinctive name he has seen in many a day. It is called "The Glendale Grease Spot." That is precisely what it is—a grease spot. It is built along the style of a chain cigar store, small enough to have everything within arm's length of the sales clerk, yet large enough to hold the necessary stock of automobile supplies. That name surely has sticking qualities.

In the spring the Schoolmaster promises to go out of his way just to buy some "gas" and oil from "The Glendale Grease Spot." If Mr. "Grease Spot" is a talkative chap, the Schoolmaster intends to have a chat with him and tell the Class what he has to say. For the man with the advertising imagination to call his place a name that sticks in the mind as tenaciously as a grease spot sticks

Le Nouvelliste
of Lyons
The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

"BRAINS"
Employers! Employees!
Use our PERSONALIZED Vocational Service for getting together.
We stay in touch with high-grade advertising men and women who seek opportunities; we carefully select and place employers in touch with LOGICAL applicants.
Ask any Chicago advertising or publishing firm about the character of our Service—write us confidentially and without obligation about your needs.
ROBNETT ORGANIZATION
20 W. Jackson Blvd., Chicago

in a piece of fabric is pretty sure to have ideas on men, motorists and merchandising that are at least interesting, and very possibly important.

O. M. Byerly With Cleveland Agency

Oliver M. Byerly, recently with the Billings-Chapin Company, paints and varnishes, Cleveland, has become service director of Paul Nemeyer & Co., advertising agency, Cleveland.

This agency has recently obtained the accounts of the Case Hardening Service Co., Cleveland, which organization will advertise its carbonizer, Bohnite, in a list of trade papers; and the West Virginia Beverage Company, Charleston, W. Va., for which account a newspaper campaign on Mountain Rock Beverages, Orjay Beverages, and Red Triangle Brand flavoring extracts will be undertaken. This latter campaign is scheduled for newspapers in Charleston and Cincinnati, beginning in April, and as the work of selling and advertising progresses, the campaign will be extended at short intervals to Cleveland, Pittsburgh, Columbus and other cities.

Robert Reis & Co. Have a Profitable Year

The annual statement of Robert Reis & Co., underwear manufacturers, New York, for the year ended December 31, 1919, shows a net profit for the year of $492,172, after the deduction of all costs and expenses including the Federal income and profits taxes. The Federal taxes for the year amounted to $277,592, according to the statement.

Miss Hennessey Goes to Winchester Arms

The Winchester Repeating Arms Company, of New Haven, Conn., has obtained for its advertising department the services of Miss Mabel Hennessey, for several years advertising manager of the Bunting Hardware Company, Kansas City, Mo.

PAPERS THAT PAY

A catalogue based upon fifteen years of classified advertising experience for users or prospective users of the classified columns of newspapers and magazines in the United States and Canada.

1920 Edition Now Ready

Advertising Agencies, Publishers and Classified Advertisers, write Ankrum Advertising Agency, largest classified advertising agency in U. S.: 22 W. Jackson Blvd., Chicago.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3¼x6¼ in. $8.00
Each additional thousand 2.50
1000 4-page Folders, 4x9 in.... 10.00
Each additional thousand 3.50
1000 4-page Folders, 6x9 in.... 13.00
Each additional thousand 4.50

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

10,000 Letter Heads $25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

Sprinkle Brothers, Printers
Martinsburg, West Va.

BUILDINGS *and* BUILDING MANAGEMENT

Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.

City Hall Square Building, Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS

B&B SIGN CO. INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

Advertising Electros

Ask for Prices

General Plate Co.
Terre Haute, Ind.
Monadnock Blk. Chicago

Adart Studios
Illustration Design
Lettering
21 East Van Buren
CHICAGO



Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED—An advertising copy man with executive ability for sales producing department. Initial salary $50.00 per week. Address C. M. T., Box 723, Printers' Ink.

WANTED
2 photo-retouchers and letter artist.
Steady work, good pay.
HOWARD-WESSON-CO.
WORCESTER, MASS.

AN EXPERIENCED COPY WRITER IS WANTED BY SEATTLE ADVERTISING AGENCY. State experience, age, and salary. Address Box 750, care Printers' Ink.

Advertising Solicitor

for weekly trade paper with national circulation. Salary and drawing account. Box 726, Printers' Ink.

Advertising Solicitor, experienced and capable of writing copy. In New England city of 150,000. State age, experience, reference and salary expected. Address Box 727, Printers' Ink.

Advertising Salesman

Solicitor experienced in selling trade journal advertising, to locate in and travel from Milwaukee. Box 716, P. I.

Agency Copywriter

of experience. Must be able to analyze and write strong copy for various lines, principally for newspapers. Address Box 748, Printers' Ink.

An all around stereotyper desiring a position with ideal working conditions and paying a good salary, can get in touch with same by addressing E. L. MINNER at once, THE AKRON BEACON JOURNAL, AKRON, OHIO.

CONTEST ROADMAN

WANTED: Young man with contest experience, for road work. Steady employment. State age, qualifications and salary desired. H. Shugard, 92 E. Fourth St., St. Paul, Minn.

Advertising Man for Field Work

wanted by a big national advertiser. Must have advertising and general business experience, be a live and conscientious worker, with ability to talk advertising convincingly to sales organization and dealers.

Here is an opportunity for a mature man who can produce results, to become associated with a well-known concern. Willing to pay reasonable salary to start; with good chance for advancement.

Write to Box 715, Printers' Ink, giving your experience and personal qualifications for this job. All communications confidential.

ARTIST

Fast growing agency in fastest growing part of the country needs an experienced artist at once. Pleasant working conditions. Good future. Send samples of work, state age and salary to start. Mid-Continent Advertising Agency, Dallas, Texas.

District representative for New York to sell advertising for Canadian Publishing House in class publications. Part time, commission arrangement. Names and prospects furnished. Chance for profitable and permanent connection. State present connection and experience, also telephone number. Box 737, P. I.

ADVERTISING DETAIL MAN wanted. One who knows what information large advertisers want about a publication, and how to dig it up. Must understand promotion work. Apply with references and samples, which will be returned. Box 740, Printers' Ink.

PRINTING SALESMAN—To a high-calibred, self-confident printing salesman, who controls commercial work, including accounting forms and systems, we offer an excellent opportunity. With our service behind him he can earn $5000 or more a year. Give us full particulars in first letter. Replies will be held in strict confidence. Box 739, P. I.

Advertising salesmen for Chicago, New York, Cleveland, Detroit, St. Louis, Minneapolis and California. Men with experience and acquaintance with advertisers and agencies can secure unusually remunerative connection. Full commission on all business from your territory. Real co-operation in form of letter campaign to advertisers and agencies. Prospects furnished. We might consider part time basis with the right man. All replies confidential. Address by letter only. Visual Education, 327 South La Salle St., Chicago, Ill.

Advertising Salesman

A Trade Journal, whose standing among readers and advertisers is A1, who is a member of the A. B. C. and A. B. P., and published in Chicago, wants an advertising salesman for Eastern States, with headquarters in New York City.

He must be a man who can make things happen. He must have had previous advertising selling experience. He must be capable of handling present business and executing new business.

There is something more than a mere job for the man who can connect here—there is a decidedly good future.

There is traveling necessary to cover the territory—therefore a single man is preferred.

Your age, past experience and salary expected are desired; all matter held confidential. Box 734, Printers' Ink.

Important educational institution has permanent position for high-class salesman capable of earning better than six thousand a year. Give full particulars in first letter. All information strictly confidential. Address 607 Lafayette Bldg., Philadelphia, Pa.

Expert Mail Order Man. Knowing mail order business thoroughly in all its branches for a prominent concern in New York City. State age, salary expected and experience. Any information that you furnish us with will be held in strict confidence. Box 731, Printers' Ink.

ADVERTISING SALESMAN

A high-grade man (under 40) with successful experience in soliciting trade-paper advertising. An exceptional opportunity awaits the man who can qualify. Salary or commission with drawing account. State fully experience, age, etc. Box 721, Printers' Ink.

Rapidly growing Buffalo advertising agency desires Commercial Artist. Must be good on figures, skilled in pen and ink, wash, color work, lettering and designing. Retouching experience desirable, but not essential. State experience and salary desired for ground floor opportunity. Send samples of work which will be returned. Address Advancement, 520 Brisbane Bldg., Buffalo, N. Y.

The chief executive of a well-known New York advertising art organization desires the services of a secretary. This position calls for a knowledge of bookkeeping, office routine and stenography. We are desirous of securing a young woman above the ordinary, one who can relieve an executive of detail and has initiative. Kindly state education and experience. The Rebele Studios, 23 East 26th Street, New York City.

Wanted.—Artist to make designs for drug labels. One having experience on Ross paper preferred. Part time or by the job. Send samples of work, and state salary wanted. McCourt Label Cabinet Co., Bradford, Penna.

I HAVE THE CAPITAL—HAVE YOU THE ACCOUNTS AND EXPERIENCE?

Well-known advertising man of wide experience, financially strong, exceptionally connected and in a position to influence considerable business, desires to hear from a clean-cut, high-class, virile, successful agency man who controls three or more substantial accounts. Object, the organization of an advertising agency. To a man who knows the agency business thoroughly, can present high credentials and already absolutely controls worth-while accounts, this is an unusual opportunity. To save time and secure quick action, give details of career and full particulars in first letter. Would consider taking over going agency, if in sound condition. Address Box 749, Printers' Ink.

WANTED to sell an interest in fully recognized advertising agency with good established business to live-wire, energetic, experienced advertising agency man—one who can handle big problems and big business on the outside and hold accounts—a man with big ideas and initiative. Must invest $10,000.00 or more. Apply, stating qualifications, etc., AA, Box 730, Printers' Ink.

Wanted—Practical printer with executive ability necessary to estimate and supervise cost accountant's reports and secure intelligent co-operation of all members of his department in the preparation of clean commercial advertising matter in the printing department of a successful direct advertising agency. References required, as the position affords an unusual opportunity for present and future. Address P. O. Box 256, Davenport, Iowa.

Publication with national circulation, only paper in its field, that has climbed the hill, and wants to get into high for the level stretch ahead, seeks a representative in New York who can visualize to agencies the buying power of the field, and the prestige of the publication. Please give full information in first letter, which will be held in confidence, stating basis on which work will be undertaken and giving references. Box 720, Printers' Ink.

Technically trained trade journal editor who has had experience in every department of class and trade publishing, including sales, advertising and service, and who has prepared sales research statistics desires position requiring initiative, ideas and responsibility. At present editor of leading technical journal reaching important industry. Salary open for permanent position with exceptional future prospects. Immediate action desired. Box 725, P. I.

EXECUTIVES

On or about April 15th, the then current issue of our monthly publication, PERSONNEL INKLINGS, will be placed directly before the Personnel Managers of our clientele of ten thousand of the better and more progressive type of organizations throughout the country.

Its object is to meet the need for a HIGH-GRADE medium to bring good men and good positions together. It contains individual as well as confidential data describing qualified executives who seek the proper entree into such concerns.

No placement fee is charged the individual, and your present connection is not jeopardized in any way.

Write for our booklet, "A Service for High Grade Executives."

Superior Office Personal Service, Inc.
42 West 39th Street,
New York City

WANTED—Small, but well established and fast growing Southern agency wants young man with two or three years' experience, as copy, letter and booklet writer. Must understand layout, engraving and printing. Send samples of work, salary expected and date when services can start. A ground floor opportunity for advancement. Address 717, care of Printers' Ink.

Office Manager.—A New York Advertising Agency requires an experienced Office Manager. He must be a master of detail, and familiar with Agency forms, able to handle and control an office force. A good position with excellent chance for advancement awaits the right man, but no beginners need apply. Address in your own handwriting, stating every fact we should know. Box 732, Printers' Ink.

ARTIST—Top-notch artist wanted who can draw real live MEN'S CLOTHING illustrations in either wash or pen and ink for high-class NEWSPAPER ADVERTISING reproduction; permanent, pleasant connection offered right man; either whole or part time composition. Bring specimens.

ARTIST—good figure man wanted on pen and ink drawings for NEWSPAPER ADVERTISING reproduction; must be good draftsman with snappy technique, preferably one familiar with high-class syndicate service work, good opportunity, permanent. Bring specimens. Mr. Runde, Art Director, Murray's Services, 110 West 40th Street, New York City.

Newspaper Auditor

The largest publishing concern in prosperous Southwest state, printing two big daily newspapers and a farm paper, requires the services immediately of a thoroughly experienced newspaper auditor. Applicant must be trustworthy, dependable and competent to take complete charge of general books. Position available now. Tell us about your experience and qualifications in first letter. Box 719, Printers' Ink.

MISCELLANEOUS

For Sale: 44x64 Lithographing Transfer press for belted drive, manufactured by the Aluminum Press Co. National Prtg. & Eng. Co., 7th and Elm Sts., St. Louis, Mo.

Printing Plants and Businesses
Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Write all kinds of copy—financial, commercial, economical, historical, house-organs advertising campaigns—2c word first 2,000, 1c thereafter, typed in duplicate, pointed off, letter perfect for printer. Send necessary data and instructions. Prompt deliveries. Gilliam's Bureau, Dept. A, Boston. Est. 30 years.

FOR SALE—Successful, going, educational institution in New York City, teaching business psychology and mental and physical efficiency by mail, including all rights—title, name, equipment, mail order literature, follow-up, advertising and one thousand or more readily salable courses. Will sell for $10,000. Owner, known world wide, is financially interested in several other enterprises requiring all of his time and capital. Details can be had at personal interview. You must mean business and have the necessary money. Curiosity seekers please don't waste our time. Don't ask us to give you details by mail. This is a lifetime opportunity to enter an established field of work of far-reaching scope and good money making possibilities, having very little, if any, competition. Box 741, Printers' Ink.

POSITIONS WANTED

Young man, 25, excellent at detail work on a publication, good correspondent, tactful and resourceful, is open for a position. Salary $35.00. Who can use him? Box 742, Printers' Ink.

ADVERTISING CORRESPONDENT
Experienced advertising woman, at present employed, wishes to make a change where there is lots of work, responsibility, and an opportunity to earn a good salary. Box 728, Printers' Ink.

Publicity man with newspaper, house organ and advertising literature experience seeks new connection. Handle direct sales letters and follow up campaigns. Wide acquaintance in South. Box 736, P. I.

ADVERTISING MAN
(27), 6 years' agency and merchandising experience, 4 years advertising manager with nationally known hardware manufacturer. Now with high-grade New York agency. Know mechanical production work; devise attractive layouts; write copy; thorough knowledge of printing, all details. A-1 recommendations. Location in New York City or vicinity preferred. Address Box 724, Printers' Ink.

SALES EXECUTIVE

A practical and efficient business manager, capable of analysing market conditions in relation to product and in planning sales and advertising campaigns based on the findings of such analysis. Good at choosing and developing successful salesmen, correspondents and office assistants. Broad experience in selling both a specialty and staple product to retailer and consumer.

He will consider a sound proposition where broader and better distribution is desired. Young man, American, college education. Salary $4,000 to $6,000, depending on future offered. Are you interested? Address Box 738, care Printers' Ink.

Young man desires position as assistant advertising manager or assistant in advertising department of growing concern. Would like connection in writing capacity. Box 733, Printer' Ink.

Want to represent Manufacturers or Brokers of food products, flour and feed or anything else of merit. Have an organized sales force and warehouse. SOUTHERN SALES COMPANY, 470 Randolph Building, Memphis, Tenn.

AGENCY COPY CHIEF

Plan	**Visualizing**
Copy	**Art Buying**
Layout	**Mechanics**

Well versed in these. Shortly available for Agency staff. Box 744, P. I.

'TIS TRUE

High-grade executives need high-grade assistants. I'm the assistant. Excellent stenographer, typist, know Spanish, Export. Strong advertising inclination. 20, Evening College student. $2,000. Box 743, Printers' Ink.

ADVERTISING MANAGER

on daily in eastern city seeks better connection as advertising manager or business manager. Exceptional record for making good under most adverse conditions. Young married man. Will consider salary and percentage on increase of business. Write **BUSINESS**, Box 718, Printers' Ink.

YOUR COMPANY

may need a keen, capable CREDIT and COLLECTION EXECUTIVE. I am seeking a change. Now employed with large, nationally known manufacturing company. Experienced and can produce results. Age 33, married. Address Box 722, Printers' Ink.

A Young Executive

trained in advertising and merchandising seeks position in New York. I have agency experience and have been successful as newspaper reporter, copy writer and advertising manager. I am looking for a **permanent**, congenial business home with a future. Box 729, P. I.

DO YOU WANT PHILADELPHIA REPRESENTATION ?

An able sales and advertising executive with a personal sales record that will merit the serious consideration of anyone about to make a responsible appointment invites correspondence from a high class organization in need of a representative in this district or a sales and advertising director in Philadelphia. He is considered aggressive, versatile, analytical and is producing exceptional results with a large sales force for a nationally known institution. Justifiable reasons for seeking a change. Address Box 747, P. I.

Capable young ad man, formerly advertising manager of a manufacturer, at present with an advertising agency, desires a change. College, Alexander Hamilton and "Hard Knocks" training. Best references. Opportunity, not salary, essential. W. B. Heaps, care Fort Advertising Co., Scimitar Bldg., Memphis, Tenn.

DISTRIBUTER IN CANADA

American, now ten years representing a U. S. firm, to whom refers for references, wishes one more proprietary or other account, not conflicting, for Canada. Can import, manufacture or correspond, etc. **G. F. CHASE, 540 Gladstone Ave., Toronto, Ont.**

BALANCE WHEELS

are scarcer than "live wires." Write me if your inside organization needs a man of judgment, common sense and ability to plan. Technical graduate, 34, for 10 years assistant sales manager of nationally known manufacturer. Adaptable. Present position too confining. Box 745, Printers' Ink.

Advertising or Sales Manager

who has the merchandising instinct necessary to appreciate real selling points, and the ability to turn them into sales. A seasoned executive under forty, now with Nationally known concern, desires change for personal reasons which he will be glad to explain. New York State or New England preferred. Box 735, Printers' Ink.

I CAN MAKE A MARKET

for any meritorious merchandise; even though the outlook be unpromising now.

At present—and for over three years past—director of constructive merchandising publicity for an international corporation doing a business of over $60,000,000 annually.

Successful merchandising record made in high-class merchandise, chiefly in textiles and department store and specialty shop merchandise.

Now open for part time proposition only, covering special feature page publicity, merchandise plans, copy writing, etc.

Can go anywhere within an overnight railroad trip from New York. Special arrangements for factory, sales department, or advertising counsel will be made, at reasonable figures. Record of successful merchandising results will be mailed to firms making request on business letterhead. Box 746, Printers' Ink.

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REPETITION

The first flash of a publicity campaign usually creates an impression but the impression without repeated emphasis would be wasted effort.

Outdoor advertising appears all day every day and presents the advertiser's message in a direct convincing way over a long period of time.

The buyer sees it today, he sees it tomorrow, in fact every time he passes the display the message is repeated consistently and dependably.

Such repetition can be secured in only one medium—outdoor advertising.

Thos. Cusack Co.

CHICAGO NEW YORK

Rotogravure in 44 Newspapers Sways 5,000,000 Subscribers



The above map shows 44 cities in which are published Sunday newspapers with rotogravure sections.

These 44 newspapers have a combined circulation of five and one-half million. The largest single circulation in the group is that of The Chicago Sunday Tribune—circulation now exceeding 780,000.

Rotogravure advertising has passed the experimental stage. It has proved itself as a medium for national advertising. Yuban, Lux, Cutex, Woodbury's Soap, Pompeian, Wilsnap, and other notable successes were based on rotogravure.

More than 135 advertisers have already bought space on a non-cancellable basis in The Chicago Tribune Rotogravure for 1920. Some of the schedules run well into 1921.

If you are interested in Rotogravure, a representative from one of the following Chicago Tribune advertising offices will be glad to call on you.

Home Office.....7 South Dearborn St., Chicago, Ill.
Eastern Office...512 Fifth Ave., New York City, N. Y.
Pacific Coast Office .....406 Haas Bldg., Los Angeles, Calif.
London Office...125 Pall Mall, London, S. W. 1, England
Paris Office.....420 Rue St. Honore, Paris, France

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER